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MARCH 1953

the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS · SOAPS · FLAVORS

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OF PARTICULAR INTEREST TO LEAD TUBE USERS





This attractive Wirz tube brings new grace to Marie Earle products. The shoulder and cap—decorated in soft green—add elegance and sales appeal to the many features of Wirz Collapsible Metal Tubes. Decorated shoulders eliminate the unsightly appearance of plain lead tubes which comes with age, unfavorable atmospheric conditions, etc. Can also be used with aluminum or tin tubes.

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J. H. MOORE
President

HARLAND J. WRIGHT
Vice-President

WM. LAMBERT
Editor

M. G. DE NAVARRE
Technical Editor

M. B. JACOBS
Flavor Editor

SEWARD HEATON
Advertising Manager

E. C. JOHNSON
Circulation Manager

CHICAGO
Peoples Gas Building, Room 1328, Chicago 3, Ill. Harrison 7-7272

LOS ANGELES
McDonald-Thompson, Charles D. Eidson, 3727 W. Sixth Street, Los Angeles 5, Calif. Dunkirk 7-5391

SAN FRANCISCO
McDonald-Thompson, 625 Market Street, San Francisco 5, Calif. Yukon 6-0647

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the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS · SOAPS · FLAVORS

Established 1906

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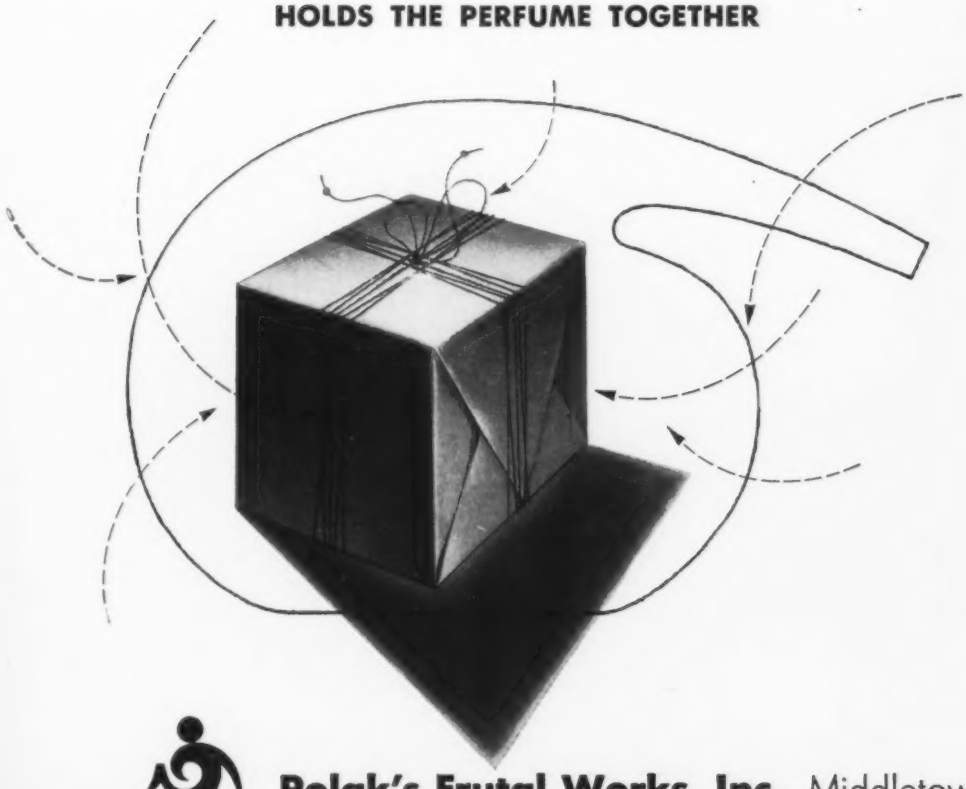
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*Domestic and Foreign Patents applied for.

TOILET GOODS ASSOCIATION *to* "FACE FACTS" *at* CONVENTION

THE COSMETIC AND TOILET PREPARATIONS INDUSTRY over a period of more than fifty years has met annually in a convention. Years ago these meetings were notable for the elaborate variety of their entertainment features. But with the austerity of wartime conditions beginning in the early '40s, the entertainment features were discontinued and a solid and serious three-day program of business sessions was inaugurated. Immediately the convention took on greater stature as an industry event and at the close of the war the Association decided to continue its straight business pattern.

THIS YEAR, because of the multiplicity of problems facing the industry, both in production and in distribution, the program committee for the convention has chosen for its theme "Let's Face Facts". Around this theme an excellent business program is in the course of preparation and the details will be announced in this space next month.

Where and When?

THE CONVENTION will be held at the Waldorf-Astoria Hotel in New York City on May 12, 13 and 14th. The first two days will be general business sessions and the third day will be devoted to the rapidly-growing Scientific Section of the Association.

Who may attend?

ANY MANUFACTURER of finished perfume, cosmetics or other toilet preparations may attend. In addition, a cordial invitation is extended to wholesalers and retailers of the industry's products. At this particular convention this group is likely to find more in the business program of interest to it than has been the case in previous years.

SUPPLIERS OF RAW MATERIALS, packaging, machinery and services to the manufacturers of perfumes, cosmetics and toilet preparations all are eligible for Associate Membership in the Toilet Goods Association. Many of our friends in these industries have supported the Association for a long period of years by joining as Associate Members and taking an active part in our proceedings. *Attendance of these suppliers of goods and services this year will be strictly limited to those who are Associate Members of the T.G.A.*

Added Features

ON THE DAY preceding the convention—Monday, May 11th—the Toilet Goods Industry Golf Tournament will be held at Winged Foot in Mamaroneck, N. Y., one of the finest courses in the metropolitan area. Three important trophies will be played for in addition to a large number of other interesting prizes. They are the Cecil Smith Memorial Trophy, the B. M. Douglas Memorial Trophy and the B. E. Levy Memorial Trophy. The last two are to be played for the first time this year.

THE CONVENTION will be a success if members of the industry will attend and take part in the proceedings. We express the hope that the toilet goods industry this year will have its greatest and most interesting meeting. Within a short time you will receive a further announcement and a reservation blank by mail. Early reservations are highly desirable. When you receive the blank, please fill it out and return it as soon as possible.

THE TOILET GOODS ASSOCIATION, INC.

9 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

Further advertisements in this series will present to the industry what we feel will be an interesting picture of your Association's activities. Please read them and get to know us better.

TOP NOTES by Fritzsche

FRITZSCHE BROTHERS INC

FRITZSCHE BROTHERS INC

A THOUGHT for the Month:

"The talent of success is nothing more than doing what you can do well." —H. W. LONGFELLOW

FLOWER of the Month

March—Jonquil
or Daffodil

April—Sweet Pea
or Daisy



MAYBE YOU KNOW HIM . . .

FRANC BARADA was only five when he first became interested in the customers and problems of Fritzsche Brothers. At that time his father's firm had just taken over F. B. representation in the Midwest and his daily selling experiences were a frequent and fascinating topic of home conversation. Young Franc listened and learned. By 1932, the year he joined the sales staff of Fritzsche Brothers, he had acquired a liberal education in the fine art of selling essential oils, flavors and aromatic chemicals. This early indoctrination in the business he was later to pursue has stood him—and us—in good stead ever since. Made manager of the St. Louis office when it was opened in 1937, Franc's duties have taken him to every part of this branch's far-flung territory. Customers like his easy-going, forthright manner, his sharp wit and his unassuming confidence borne of personal integrity and knowledge. And Franc likes them. He also likes golf and gardening—but above all, his family: a boy, a girl and a devoted wife.

RECOMMENDATION of the Month

MANILYL

Science has gone a step farther than nature in producing MANILYL, a special fraction of Oil of Ylang Ylang from which certain undesirable characteristics have been skillfully removed. The result is a smoother, lighter, more pleasing fragrance of greater tenacity and improved stability. It may be used with appreciable advantage in place of the best grade natural oils and at a price that is comparable. MANILYL conforms to definite physical constants and is carefully standardized by our laboratories. Try MANILYL . . . write for particulars.

G·A·R·D·E·N·I·A

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EACH OBSERVER interprets the fragrance of gardenia differently. One enjoys its heavy sweetness; another responds to its lighter mood, while still a third will revel in its fragrant whole. Perhaps it is this diversity of appeal that accounts for gardenia's never-ending popularity.

Over the years, our perfumers have striven to develop gardenias that emphasize its varied moods and so cater to each user's personal whims. Not only do we offer a wide range of preferences, but of prices, too—and for many uses. In the column adjoining is a cross section of gardenia creations—gardenias that have met with favor in a variety of applications. If there are THREE among them you'd like to sample, check these on the accompanying coupon, then mail it to us with your check or money order for $1.00 to cover handling and ½ oz. bottles of each of your three selections will be sent you promptly.

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For Bubble Baths:
GARDENIA H-523 ..... $14.00 lb.

For Creams:
GARDENIA H-106 ..... $12.00 lb.

For Shampoos and Creams:
GARDENIA K-062 ..... $10.00 lb.

For Creams:
GARDENIA O-086 ..... $ 8.00 lb.

For Shampoos and Cold Wave Sets:
GARDENIA J-191 ..... $ 7.00 lb.

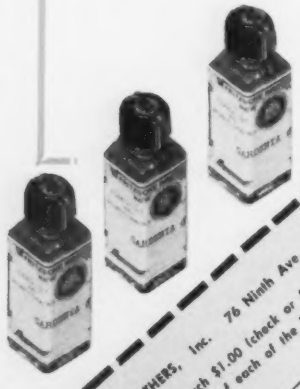
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GARDENIA J-850 ..... $ 6.50 lb.

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GARDENIA N-987 ..... $ 5.50 lb.

For Creams and Lotions:
GARDENIA J-117 ..... $ 5.00 lb.

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- ☐ GARDENIA N-885
- ☐ GARDENIA H-228
- ☐ GARDENIA H-523
- ☐ GARDENIA H-106
- ☐ GARDENIA K-062
- ☐ GARDENIA O-086
- ☐ GARDENIA J-191
- ☐ GARDENIA J-417
- ☐ GARDENIA J-850
- ☐ GARDENIA N-987
- ☐ GARDENIA J-117



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NO GREAT SKILL is needed to undersell a competitor if a supplier is willing to sacrifice the vigilant attention to small details of production and control that insures his product's purity. Savings effected in this way seem—to us—hardly sufficient to justify that larger sacrifice of quality. And putting ourselves in the position of one responsible for the purchase of fragrance raw materials, we do believe we'd rather stake our reputation on purchases based upon quality than upon those measured solely by cost. The fact that FRITZSCHE offerings are and always will be products of scientific selection and control is a point to be remembered when making competitive comparisons.

FRITZSCHE *Established* *1871*

Brothers, Inc.

PORT AUTHORITY BUILDING, 76 NINTH AVENUE, NEW YORK 11, N. Y.

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• MEMO •

To: MANUFACTURERS OF PROPRIETARIES AND PHARMACEUTICALS

From: FRITZSCHE BROTHERS, Inc.

Subject: MAKING MEDICINAL PRODUCTS MORE PALATABLE THROUGH THE USE OF MODERN, SCIENTIFICALLY DEVELOPED FLAVORS.

Medicinal flavoring has undergone a marked change in recent years — a change as subtle as it is effective because of the skill with which palatability has been achieved for so many of pharmacy's complex, new products.

Old flavor-standbys of former years — peppermint, cherry and the like — while still widely used, are giving way gradually to new, scientifically prepared flavorings which have been developed specifically, in each case, to meet conditions peculiar to the particular product involved.

It is no secret that to gain assured results most quickly, many of the largest ethical houses now turn their special flavoring problems over to our industry's long-established and most reputable flavor specialists.

By taking advantage of available top knowledge and skill in the development of such specialties, they avoid the risk of wasting precious months of experimentation in their own laboratories on what —for lack of basic flavoring know-how — might prove to be fruitless research.

It is for these reasons that we offer the limit of our experience and laboratory facilities to any manufacturer of pharmaceuticals whose products present problems of palatability or flavor that must be solved before their introduction for sale.

Consultation at your convenience — and in utmost confidence — is cordially invited.

FRITZSCHE BROTHERS, Inc.

FRITZSCHE BROTHERS, Inc.,
76 Ninth Ave., New York 11, N. Y.

Gentlemen: Possibly you can help us ☐ mask the objectionable flavor or ☐ improve the palatability of our product which is in the form of (check): ☐ Capsule ☐ Tablet ☐ Liquid ☐ Emulsion. From a flavor standpoint, its most objectionable ingredient is:

.....

Vehicle used is: .....

Its pH is: .....

Average dosage is: .....

Name..... Title.....

Company .....

Address .....

City..... Zone.... State.....

FRITZSCHE Established 1871

Brothers, Inc.

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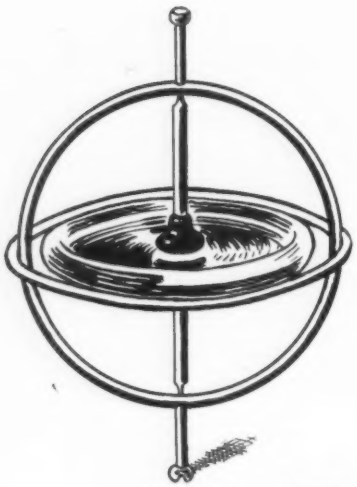
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Desiderata

by MAISON G. DENAVARRE, F.A.I.C.



M. G. deNavarre at work in his laboratory

Squeeze Bottle Labels

For the first time, ordinary paper labels can be made to stick to polyethylene squeeze bottles as a result of the development of a new adhesive which can be applied by ordinary labeling machines. This will result in more attractive packages at considerable less expense.

Antioxidant Lithium Soaps

In a study of various soaps in greases, the Naval Research Laboratory has found that lithium soaps, when incorporated in grease, impart anti-oxidant properties to the grease along with consistency and viscosity control; as a result they stand up under high temperature and warm storage.

This may seem a distant application to cosmetics but when you realize that calcium stearate, which is also used in grease, has come into cosmetics for the same purpose, it might be replaced to better advantage by lithium soaps.

Rose Alcohol Bacteriostat

In a recent issue of the *Journal of the American Pharmaceutical Assn.*, Lilly and Brewer find that a concentration of 1:400 of phenelethyl alcohol is an inhibitor for some gram-negative bacteria. (Phenylethyl alcohol is present in natural rose oil.)

While this is a pretty high concentration for a substance possessing bacteriostatic properties, it is an indication of the claims made by many in years gone by of the medicinal properties of essential oils.

Celery Oil Dermatitis

In the same issue of the *Journal of the American Pharmaceutical Assn.* mentioned above, Palumbo and Lynn, in following up dermatitis produced on the skin of handlers of celery, find that a concentration of 1:20,000 of oil of celery is sufficient to produce a dermatitis in humans.

One wonders how often a dermatitis has been ascribed to a hand cream or a hand lotion by persons who may have cleaned a lot of celery and assigned the sensitization to the cosmetic rather than to the vegetable. It is a thought.

Cream Cologne

Dust off your old war-time formulas for cream cologne, because you may be making the product before you know it—if you are not already contemplating doing so. However, in the modern version, due to the availability of alcohol, one should include 10% to 15% alcohol in such an emulsion. It would further be desirable, it would seem, to have the product more viscous than was the vogue during the war. Finally, the emulsion should contain emolients to encourage the users to apply more generously for both softening of the skin and for perfuming it.

Soluble Shellac

Quite regularly we get requests for formulas for making soluble casein or shellac for use in formulating hair lacquers.

Generally from 5 to 15% of the weight of the casein should be compounded with triethanolamine. This gives an excellent dispersion in water. A thumb rule is to use two ounces of triethanolamine per pound of casein which is then dispersed in enough water to make a gallon.

In the case of shellac, the dewaxed bleached variety should be used.

Ten percent or more of triethanolamine, based on the weight of shellac, produces a completely soluble product in 50% alcohol. Sometimes ammonia water is preferred to triethanolamine and here you might start with, say 15% of strong ammonia water (28%) based on the weight of shellac used.

Sometimes a mixture of ammonia and triethanolamine is preferred. This department has also seen shellac solubilized with borax along with ammonia and an alkanolamine.

Congrats Mayham

Over the years Steve Mayham and I have agreed on most things. Sometimes perhaps we haven't said it the same way and occasionally have been on opposite sides of the water. But this time we are agreed that the F. D. A. has not enforced the present Food and Drug Acts in some respects, particularly in regard to the obligation of suppliers of cosmetic materials, under the act.

Too often a manufacturer of a material used by the cosmetic industry will hide behind the label "For Manufacturing Use Only" and say later, after trouble has resulted, that it was not intended for use in cosmetics. The supplier will solicit business from cosmetic houses who make nothing but toilet articles and still hide behind the statement that he has no obligation under the Act.

This department has, over the years, mentioned this fact several times and as Steve points out, little action has been taken by the F. D. A. on this score.

There isn't a chemist in the cosmetic business, who, during the



PERFUMERY SPECIALTIES - ESSENTIAL OILS - AROMATIC CHEMICALS

POLAK & SCHWARZ, Inc. 667, Washington Street NEW YORK 14, (N.Y.)

course of any week of any year, is not approached by a supplier of raw materials who has not tested out a product in any way and who does not even know if the material has a possible use in cosmetics.

In my book, the supplier automatically assumes the responsibility when his representative calls on a cosmetic house looking for orders for products made by his company. It is high time that more suppliers realized this.

I agree further with Steve that description of the words, "cosmetic chemical," as mentioned in Mr. Delaney's proposed amendment to the Food and Drug Act, is meaningless. Suppose one wanted to use a natural product, the composition of which is unknown. How does it qualify under this title? How does beeswax, stearic acid, mineral oil, olive oil or otto of rose make out under this designation? Yes, Steve, that was a good address you gave before the New York State Bar Association!

Questions and Answers

998: Cream Too Soft

Q. We have been selling a cream with the following formula: (formula given). Our customers like the cream since it melts at skin temperature. The difficulty arises in that the cream becomes too soft, especially in the summer or when sold in the south. Can you advise what wax we can add to the above to give it more body, yet not detract from the fact that it will melt at skin temperature when applied to the skin? *Y. V., New Jersey*

A. The lanolin in the cream you are making is responsible for the softness of the product. You will have to compensate by increasing either the petrolatum and ceresine and reducing the mineral oil proportionately. Offhand we would say that you should have from two to five pounds petrolatum in the cream and a similar amount of ceresine, replacing the same number of pounds of mineral oil.

999: Indelible Lipstick

Q. We are in need of a formula for indelible lipstick. We have been perfume manufacturers for many years and have worked with several American firms. The requested formula is for our own trade mark end-use. We are now instructing our agent in New York to make the subscription of your monthly trade paper. *A. N., Argentina*

A. Replying to your request for an indelible lipstick, these formulas are essentially no different than ordinary lipstick except that more bromo acid is dissolved in a suitable solvent that will mix with the balance of the lipstick formulas. The Givaudan Delawanna Co. of 330 West 42nd Street, New York 18, New York, manufactures a solution of bromo acid of high concentration which will mix well with a lipstick base and it is suggested that you write to them.

1000: Self-Emulsifying Fats

Q. We would like to know how we can render animal fats self-emulsifying for lotions and creams; any suggestive formulas of lotions and creams in the above line will be greatly appreciated.
F. C., California

A. Any type of fat can be rendered self-emulsifying if a sufficient amount of emulsifier is first dissolved in it. Generally 10% to 20% of emulsifier, based on the fat content, is sufficient. Non-ionic emulsifiers should work well for you. Several sources go to you under separate cover.

1001: Request for Formulae

Q. I am interested in manufacturing a hair pomade similar to Charles Antell's formula which contains lanolin and hormones. This formula is not supposed to make hair greasy. Could you send me the formula for this pomade and the formula for Charles Antell's liquid shampoo? Also the cost for each formula. I would also appreciate it if you could send me the name of the supply house where the necessary ingredients can be bought. *P. P., New York*

A. We know that you meant well in requesting formulas for products similar to Charles Antell preparations but obviously you must realize that we are not in a position to analyze these products and can do little more than make suggestions regarding them. To begin with, the brand in question does not disclose the amount of lanolin and hormones or the kind of hormone. When it comes to telling you the cost of these products you must be aware that costs vary on quantities. used as well as the grades of material. There are several grades and prices of lanolin, which you say is an ingredient of these products. As a result, we are unable to comply with your request. In addition we must tell you that it is not the policy of this magazine to suggest duplications of trade name products which have become well known as a result of great expense. However, if you are having trouble with a given formula, or if you would like a formula for a hair shampoo and a hair pomade, we will be glad to make suggestions.

1002: Cream Rinse Formulation

Q. We are interested in a rinse similar to Helene Curtis', "Lanolin Creme Rinse with Cholesterol added." We have made up formulas containing these ingredients, but the creams seem to be "lotions" of the face cream variety, while the preparation we want seems to be basically different. Any information will be appreciated.
J. L., New York

A. We do not know the composition of Helene Curtis' Lanolin Cream Rinse nor can we undertake an analysis of it. The cream rinse with which we are acquainted is made from about 12% of a cationic agent, and about 1% of a higher alcohol such as cetyl alcohol which are heated and mixed together and then emulsified with enough water to make 100%. This is a cationic hair rinse that will leave the hair soft and easy to manage. The supplier's name goes forward by separate mail.

1003: Product Source

Q. We would like now to find out the names and addresses of companies putting up thioglycolate depilatories under private label.
F.S.A., Cuba

A. We know of only one company making thioglycolate depilatories under private label and we are sending you the name under separate cover. However, you will first have to get a license from the Schering Corp. and then go to your private label supplier.

When your perfume creation



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Progress in Perfumery

Developments in organic chemistry . . . . Materials available . . . . Improving the top note

ERNEST SHIFTAN*



The vast variety of raw materials available to the perfumer today has complicated his task.

SINCE the first synthesis of coumarin, in 1867, perfumery has progressed with a pace growing rapidly every decade, every year, every month and every day. The events which lead to the continuous expansion of our industry are in many ways related to the enormous progress made in the field of Synthetic Organic Chemistry; particularly during the last 40 years, new methods of synthesis have made available new chemicals and have also improved the quality of old ones and have lowered their costs.

Together with these developments, there took place a steady improvement of the perfumer's technique as his scale of working materials increases almost every day and enables him more and more to bring his composition closer to an ideal perfection.

Changes Follow Improved Technology

Let us first consider the general progress of the organic chemical industry which brought about wonderful changes in our field.

The improvement in chemical technology, as relating to the aromatic chemical industry, can be divided into two classes. First, the development which is concerned primarily with the manufacture of aromatic chemicals, and second the general improvement in techniques which has helped the aromatic chemical field in a general way.

Several examples of the first type of research can be mentioned. Phenyl ethyl alcohol, one of the most important ingredients of perfumes, was first made in the laboratory by the chemical reduction of phenylacetaldehyde, which in turn had to be made by a complicated synthesis. The first practical method of synthesizing phenyl ethyl alcohol was by the chemical reduction of esters of phenyl acetic acid. This involved quite a few steps. Toluene was chlorinated to benzyl chloride. This was reacted with sodium cyanide to give benzyl cyanide. The benzyl cyanide was then hydrolyzed with alcohol and acid to give ethyl phenyl acetate and finally the phenyl acetic ester reduced with a large amount of sodium to give phenyl ethyl alcohol.

A radical change in phenyl ethyl alcohol production came with the substitution of the Grignard reaction. This reaction, which employed ethyl ether, was a popular laboratory procedure, but was not carried out commercially on any projects either inside or outside of the aromatic chemical industry. Again, hazardous reactions, poor yield and a contaminated final product made the process unattractive but it was still better than the previous chemical reduction. It was made possible by the availability of raw materials such as brombenzene and ethylene oxide. Improved chemical technology in the engineering field made possible the use of pressure in this reaction and then it became possible to do away with the solvent ether completely and to use benzol or even an excess of chlorbenzene as a diluent.

*Vice president, van Ameringen-Haebler Inc., New York, N. Y.

The present manufacture of phenyl ethyl alcohol is by the Friedel-Crafts reaction. It is necessary only to mix a solution of ethylene oxide in benzol with a suspension of anhydrous aluminum chloride in more benzol to get an excellent yield of fair quality phenyl ethyl alcohol which can be made suitable for perfumery purposes by relatively simple processes. With the advent of this new process about twenty years ago, phenyl ethyl alcohol became available at a much lower price and has been made in increasingly larger quantities. The extreme simplicity of this method has made further research on better methods of manufacture for phenyl ethyl alcohol less attractive. Nevertheless, the future will probably see other changes as chemistry progresses further.

Improvement in the development of catalysts has made available a number of products for the aromatic chemist. Citronellol was once made by the chemical reduction of citronellal from citronella oil. The reducing agent was generally aluminum and methyl alcohol and the product had to be isolated from the reduction mixture. The development of catalysts of the nickel type made possible the direct hydrogenation of citronellal merely by the addition of one or two percent of nickel and passing in hydrogen under pressure. Then the product was merely filtered and distilled to give a pure citronellol. The trick was the use of pressure which was made possible by better engineered equipment as well as the availability of the catalyst. This latter was important because complete hydrogenation would give tetra hydro geraniol and it was important to use a catalyst which would reduce the aldehyde group without affecting the double bond. In the same way, geraniol could be hydrogenated to citronellol by reducing one double bond without affecting the other and in this way citronellol could be made either from citronellal or from geraniol depending upon which material was more available at the moment. As a matter of fact, whole citronella oil could also be used as a starting material and the greater leeway thus afforded in the choice of raw material naturally brought down the price of citronellol.

Further basic improvement can be expected with the availability of new chemicals from the new coal hydrogenation process being developed on a large scale by Carbide and Carbon Chemicals Corp. While this would still not be a complete chemical synthesis, it is another advance in the utilization of the raw materials provided by nature, which is also an example of the benefits derived by the aromatic chemicals industry from the general progress of organic chemistry.

Such new technique will make more available other products which have become standard in perfume composition. Such materials as indol, methyl-quinoline, various cresols, etc. can be expected at much better prices than heretofore.

Oxo Reaction

The oxo reaction which involves the addition of carbon monoxide to unsaturated hydrocarbons, was made possible by the development of a new catalyst. This process gives alcohols in good yields from cheap petroleum hydrocarbons and is practiced on a large scale to give such alcohols as raw materials for paint solvents and other industrial uses. Incidentally, the process can be halted at an intermediate stage to give aldehydes instead of alcohols and this opens up a large field of materials particularly interesting to perfumers. While it is an important step to utilize these unsaturated hydro-carbons by such a simple procedure, it is even a greater step to use the paraffin hydrocarbons present in such abundance in natural petroleum and in natural gas. The text books of the previous generation state that these are quite inert and can be used only for fuel or similar purposes. Industrial chemistry has changed the picture and these hydrocarbons are now utilized to give valuable chemicals. High temperature catalytic cracking changes them to unsaturated hydrocarbons which can be processed as above.

New chlorination techniques give intermediates which can be hydrolzed to alcohol. New nitration techniques give nitro compounds which are valuable intermediates for making all sorts of organic chemicals and the recently developed vapor phase oxidation under controlled conditions gives a great variety of oxygenated compounds among them aldehydes, ketones, esters, alcohols and acids. At present the mixtures obtained are too complicated to permit their use in perfumes; doubtlessly the future will provide better methods of separation of the ingredients of this oxidation process to give still lower costs for various materials desired by the men who compound perfume.

New methods for Natural Materials

The second most important developments are the new progressive methods for the production of natural materials.

First of all, many agricultural studies have been made to grow plants yielding a richer quality and a higher quantity of essential oils than before. This has been done especially in Southern France with lavender and lavandin, with very good results. I believe that great future progress will emerge from these studies of cultivation because here is the basic principle where the chemical constitution of essential oils can be varied to make them more valuable to the perfumer.

Modern technology has provided for new distilling machinery which avoids as much as possible the destruction of the finest parts of the essential oils when they are liberated from the mother-plant.

In the field of extraction, progress also has been achieved through the use of new solvents which have no residuary odor at all and can be evaporated from the extract at a very low temperature. The new solvents have also the important property of separating the aromatic oil part from the chlorophyll and similar natural coloring materials. The result is a very natural smelling product of light color. One of the best results have been achieved with butane gas. The extraction is done under room temperature, as water at 25°C. is enough to bring the necessary calories to vaporize the butane. At this temperature, the vapor tension of the various components of the product being extracted is weak and for this reason all the components are found in the finished product in almost the same proportion as in the original plant or resin. Because of that, the products treated with butane gas have a very true natural character.

Fine petroleum ether is still the most used extraction agent and used with modern extraction equip-

ERNEST SHIFTAN, author of this article, is a noted chemist and perfumer. He is vice-president of van Ameringen-Haebler, Inc.



ment gives us also very rich natural flower oils. Some of the petroleum ether products have the advantage of being more lasting than the ones made with butane gas.

There are also entirely new developments for methods of separating aromatic oils from plants. For instance, a French patent has been taken out to obtain natural aromatic oils by exposing plants to ultrasonic rays. Under these rays, the vegetable cells burst and thus the globulas of the essential oils are liberated.

Wide Variety of Materials Available

All these new achievements in chemistry and in the production of natural raw materials provide a perfumer of today with a tremendous variety of materials which he never had before; but does that mean that his task, i.e. the creation of perfume, has become easier? The answer is definitely no. On the contrary, the blending of such a great variety of products requires much more skill, knowledge and imagination than a perfumer needed 50 years and even 25 years ago. Also the public has become scent-critical and has constantly raised the demand for higher values in perfume. Today a perfume in order to be successful, has to have a strong individual character. It must be different and brilliant and its specific blend must find its way into the memories of women and men. The individual notes are generally derived from an unusual combination of synthetic and natural products. Very interesting bases are also found in new chemicals derived from natural products for instance, the new series of high molecular alcohols, ketones and lactones produced from cedarwood oil can be the ideal fundamental notes for modern perfumes.

Other modern bases contain very lasting carbinols and esters which can be blended very well with flowery notes of the most different character.

These are only a few examples of the great variety of new perfume bases but no matter how interesting and exotic these new bases might be, the perfumer still has to blend them with a brilliant top note of original character.

Importance of Top Note

By top note, we in general understand the most volatile part of a perfume, which gives the very first impression to the user of the perfume. The amount of satisfaction that your first note can transmit to a person is today one of the most important factors for the success of a perfume and right here we come to the revolution in perfumery which started 30 years ago and which has constantly gone in one direction. Creation of perfumes has followed the trend of all arts, Music, Painting, Sculpture, etc. The perfumer, like every other modern artist, tries today to create a piece of art which has a definite psychological effect on the human being.

Psychological Effect

The absolute possibility of a psycho-physical effect of perfumes has also been recognized by Etienne Sourian, Professor of Esthetic Sciences at the Sorbonnes. In a recent article in l'Industrie de la Parfumerie, he proves that there is a deep connection between the sense of smell and the genetic sense. To show that the truth about the psycho-erotic influence of perfumes has been recognized by poets and philosophers of all generations, he cites the works of Helen Keller, Omar Khayyam, Beaudelaire, Edmont de Goncourt, d'Annunzio and even the Bible in the Song of Songs and the book of Esther. We can add to this list Shakespeare, Oscar Wilde, Verlaine and Huysmans who all felt that there is a very definite relation between the odor of perfume and the deeply-rooted human feelings. It is, therefore, this subconscious chain reaction from a perfume to the profoundest evolution of our organism which the modern perfumer tries to bring into realization by his actual technique.

Before this new trend started, a perfume was created for its own beauty emanating olfactive pleasure to the woman using it or to the man enjoying the presence of his well perfumed companion. Today the effect of radiating esthetic pleasure is achieved much more through direct stimulation than through the type of the fragrance itself. In other terms, or in simple perfume language, this means that today the effect of a perfume worn by a woman is the most important factor and not the absolute richness of its aroma. This does not mean that our conception of the traditional ideas of a well blended perfume has been lost, it only means that the general structure of modern perfumes have been changed, giving more and more importance to that first lift and to its great intensity.

Using the New Chemical Bodies

It is possible for us to create perfumes of this new type thanks to the abundant number of new chemical bodies. Although there are many essential oils which can be used to obtain a strong top note such as most of the oils of the spice family, cardamon, celery, estragon, nutmeg, pepper, etc., the synthetic products have the advantage of more constant uniformity which lends to the blend the desired power.

When choosing these new chemicals, the perfumer, naturally, has to be careful to select products which can be blended into such a pleasure stimulating note as mentioned above. Here lies the great difficulty and at the same time the great inventive chance for the modern perfumer to feel what psychological effect his mixture will transmit to its user. Definite progress has been made in finding a systematical way to determine the psychological influence which natural and synthetic perfume raw materials can have on men and women. In a recent book by Dr. Paul Jellinek "Die Psychologischen Grundlagen Der Parfumerie (the Psychological

Fundamentals of Perfumery), the author divided the perfume raw materials in two categories: erogenic and non-erogenic products.

He classified as Erogenic Products the ones that can incite sexual desire and as non-erogenic the ones that have a negative action in the same direction. For example, the erogenic products are all the animal products such as Amber, Musc, Civet, Castoreum, many essential oils such as i.e. patchouli, sandalwood, ylang. Some of the synthetic products are alpha ionone, dimethyl benzyl carbinol acetate, undecalactone, etc.

A few examples of typical non-erogenic products are eucalyptus, thyme, petitgrain, etc. or synthetic products such as borneol, citral, geranyl acetate, phenylacetaldehyde dimethyl acetal, etc.

As everything in perfumery, the results of these tests depend upon individual impressions, but I believe that Dr. Jellinek's method gives us generally valuable indications of the psychological effects of perfume raw materials.

Importance of Stimulating Effect

As said before, the modern perfumer has to think of the stimulating effect of the perfume he is going to create. To find out what product will dominate his fragrance, he can use the theoretical methods indicated before or he has to have the instinct and imagination to perceive the value of a product as he smells it. If he has that instinct, he can sense his finished perfume in his own imagination after having found his basic notes and can deliberate upon it before starting to write out his formula. Then, he can start to compound his fundamental accord if possible in a few experiments. Once his accord is finished, he can then work diligently on its retouching until he has built it up to a finished well blended perfume.

Finishing of a Perfume

The finishing of a perfume has always been a slow and tedious process because each blend has to age for at least 4 to 8 weeks before all ingredients have reacted chemically with each other and with the alcohol. Another difficulty lies in the limitations of the olfactive sense of the perfumer which varies under different weather and probably under different personal physical conditions. For this reason, numerous observations are necessary after each rectification of proportions, new additions or eliminations of products, before a perfumer can be sure that he has achieved not only the distinctive note which he wanted but also the high quality which is absolutely essential to make a perfume acceptable for the impressions on men and women he is expecting from it.

The difference between olfactive pleasure and repulsion can be very small and depends always on the surroundings in which a certain product has been presented and on the proportions used. The quality of a perfume is equal to the agreeable satisfaction it can convey and it is only in the medium of a mixture of high quality that the psycho-physical effect of a combination of aromatic materials can be produced.

Today, we have raw materials which are better than ever before, essential oils, absolutes and natural extracts of excellent quality, a fine choice of animal tinctures and last but not least the various numbers of new interesting synthetics in which we can discover characteristic notes of every domain: flower, animal or nature in general, as well as imaginary new notes satisfying all our possible phantasies.

With the new approach for composition which the modern perfumer has recognized we can be sure that we are on the threshold of new developments and great progress in perfumery.

Show me the business man or institution not guided by sentiment and service, or by the idea that "he profits most who serves best" and I will show you a man or an outfit that is dead or dying.—*B. F. Harris in Phoenix Flame.*

Since 1939 the personal income of Americans has more than tripled but personal taxes received by the Federal Treasury have increased 21 times. High taxes are caused by big government spending.

Cosmetic Excise Tax Collections

COSMETIC excise tax collections for the years of 1951 and 1952 and also the collections for the months of 1953 so far issued are given in the table following:

	1953	1952	1951
January	$13,123,480	$11,547,853	$12,255,363
February		14,338,420	12,867,842
March		7,248,879	8,534,569
April		8,218,865	5,746,348
May		9,174,622	9,293,461
June		8,253,649	8,622,275
July		9,357,443	8,901,311
August		8,849,488	10,252,706
September		8,523,241	7,698,854
October		8,439,370	9,365,932
November		7,878,976	8,916,488
December		10,432,117	8,974,245



"It's way up in the mountain country. Think of it: virgin territory for our lipstick and mascara!"

Progress in Perfumery Materials

PART II:

Acetylenic products

Nitro musks

Essential oils

Patents



PAUL Z. BEDOUKIAN, Ph.D.

Author of Perfumery Synthetics and Isolates

THE only acetylenic products commonly used in the perfume industry are the esters of alpha acetylenic carboxylic acids which were discovered by Moureu some fifty years ago. These esters were discussed in a recent publication (111).

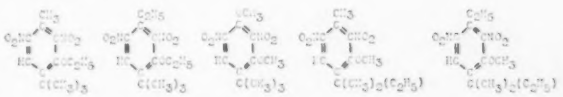
It is unfortunate that because of the difficulty of preparing acetylenic alcohols and aldehydes, they are not generally utilized in the perfume industry. Some of these compounds have interesting leafy odors and will no doubt eventually find wider use.

In this connection, it is interesting to note the appearance of a general method of synthesizing secondary acetylenic alcohols (112). A Dutch patent describes the preparation of acetals of acetylenic aldehydes (113). The preparation of the acetal of 2-butynal is described in another article (114).

Nitro Musks

Because of their lower prices, the nitrated musks still maintain their popularity. A review article describes the pilot plant production of the three well-known nitrated musks (115). A new nitrated product, 2,6-dinitro-4-tert-amyl-3-methoxytoluene, possessing a strong musk odor has been synthesized (116).

A very important contribution to the study of nitrated musks was made by a recent publication which reports the synthesis of forty-two compounds chemically related to musk ambrette (117). Of these, there were five which had a strong musk odor, and their structure is given below:-



Six had a somewhat musk-like odor, two had weak musk odors, two were odorous but not musk-like in character, and the others were odorless. Although in the past it had always been considered necessary to have at least two nitro groups in this molecule in order to develop the musk odor (118) it is now established that this is not absolutely necessary since at least one non-nitrated compound, namely 2,4,-ditertiary-butyl-5-methoxy benzaldehyde is described as having a musk odor.

The number of publications on mint oils is probably indicative of the increasing importance of this oil to the flavor and pharmaceutical industries. A study of the variations in the composition and physical constants of the oil obtained from plants harvested in different months showed that the highest yields of oil were had during June, July and August (119). Separate examinations of oil from the flowers and from the leaves revealed that the former had a positive rotation, possibly because of the presence of menthofuran in the oil. The author also claims that an oil having the highest

content of menthol and lowest content of menthone is obtained by distilling the leaves before flowering (120). It has been noticed that basilation of Mentha piperita plant resulting from parasitism caused by an acarus yields an oil which has an abnormally high content of menthofuran (121).

The characteristics of oil derived from a variety of Mentha piperita grown in Italy have been described. The oil is designated under the name of Italo-Mitcham mint oil and is claimed to have an aroma and flavor superior to American, Chinese or Brazilian oils. Its menthol content was found to be consistently below fifty per cent (122).

Two informative articles describe peppermint oil production in Oregon (123) and the properties of peppermint oils produced in Oregon and Washington (124). A study was made of the oxidation of peppermint oils and the effect of various metallic catalyzers accelerating oxidation. Of the various antioxidants tested, nordihydroguaiaretic acid was the most effective (125).

The properties of the essential oil obtained from wild mint (Mentha longifolium) have been reported (126). Some comments are made on Indian spearmint and dill oils (127).

Previous reports that 75–80 per cent of the aldehydes in orange oil consist of octyl aldehyde have ben questioned, and recent analyses indicate that a figure of 25–30 per cent is more nearly correct (128). There is a publication on the production of orange oil in Israel (129), and on oil from the peel of bitter orange grown in Haiti (130).

In view of the importance of lemongrass oil as a source of raw material for the preparation of ionones, etc., mention should be made of an article on the production of this oil in India and the cultivation, harvesting and distillation of the plant (131). Another article describes the various methods used in adulterating this oil as well as procedures for detecting these adulterations (132).

Other reports on various important essential oils discuss the production and analysis of Brazilian rosewood oils (133) and the value of Brazilian cabreuva oils as a source of commercial nerolidol (134). The latter is used in the manufacture of farnesol. Analytical data have been given on the vetivert oils obtained from the Belgian Congo (135) and on some British Tanganyika oils, notably, geranium oil, rosemary oil and helichrysum kilimanjari oil (136). A number of samples of Spanish fennel oils (Anethum foeniculum) were examined and their physical constants noted (137).

A bulletin published in Australia lists various commercial eucalyptus oils, their sources, physical constants, chemical composition and uses (138). An Indian publication gives the production of camphor and camphor oils from various varieties of Ocimum oils (139). The Steam distillation of leaves of Thuja plicata yielded 2.5 per cent of cedar leaf oil, according to a Canadian report (140).

Research in Essential Oils

Every year a number of new essential oils are examined and their composition recorded. These studies are important in that they increase our knowledge and create new sources of materials for the industry. Thus, a sample of rosewood oil from the Parana region of Brazil contained a linalool having an unusually high rotation of 6 to 6.5 (141). Analysis of another Brazilian oil, Louro Inhamuy, showed the presence of alpha and beta pinene, dl-linalool, alpha terpineol, and d-beta curcumene. It is noted that the oil may serve as a source of d-beta pinene and d-beta curcumene (142).

Several New Zealand oils were investigated and the following essential oils identified: oil of Nothopanax simplex, l-alpha pinene, l-beta pinene, myrcene, dipentene, l-aromandrene, and various sesquiterpenes (143). Ten of the constituents in the oil of Dacrydium colensoi were reported: d-phyllocladene (35%), l-alpha pinene, myrcene, l-limonene, terpinilene, d-longifolene, murolene, d-beta cadinene, d-macrocarpol, and d-isophyllocladene (144). The oil of Zieri smithii was found to contain among other constituents, d-alpha pinene, l-carene-5,6-epoxide and linalool (145).

Of the Indian oils studied, the essential oil from the resin of Commiphora mukùl contained myrcene (64%), dimyrcene (11%), and some polymyrcene (146). The galls of Pistacia integerrema gave an oil which had 94% d-alpha pinene (147).

Studies published in France reported on several Spanish essential oils. The essential oil of Artemistia herba alba contained ketones (11%), phenols (10%), pentyl alcohol and its acetate, cineole, thujone, etc. (148). The essential oil from the pouliot mint of Morocco was found to have two previously unreported constituents—cineole (2–3%) and carvacrol (1–2%) (149). The fractional distillation of oil of camomile (Ormenis multicaulis) indicated the presence of the following terpenes: alpha pinene, 1,4-cineole, d-limonene, borneol sesui and diterpenes and an azulenic compound (150).

The essential oil of Bursera microphylla contained 80 per cent terpenes, 9 per cent sesquiterpenes and oxygenated compounds, and 8 per cent resins. The terpene fraction contained d-alpha and d-beta phellandrene, and tetrahydrocumic acid (151). Beta phellandrene has also been identified in Canada balsam (152).

Carrot oil of Dutch origin has been fractionally distilled through a forty theoretical placte column and the fractions further purified through chromatographic separation. As a result of these experiments, the following constituents of this oil have been identified: alpha and probably beta pinene, dipentene, p-cymene, carvone, geranyl acetate, b-caryophyllene, bergamotene, bisabolene, and other unidentified components. Carotol was the principal component (153). A similar study was made by the same authors on Bergamot oil. They reported the following hydrocarbons: alpha pinene, d-limomene, bisabolene, beta caryophyllene, and bergamotene (154). The oil of Heracleum Montegazzianum was found to consist largely of hexyl and octyl esters (155).

Distillations of Micromeria abyssinica B. menthata gave an oil consisting of 63% menthone and 5% other terpenes. The citrata variety gave an oil consisting primarily of citral and limonene. Various Micromeria biflora B. plants were examined. The camphorata was found to contain 25 per cent camphor; the citrata, mostly citral; the menthata, 56.7 per cent menthone, and the poulegata, 56 per cent pulegone (156).

A number of little known essential oils have been investigated and while many of these oils may never be-



PAUL Z. BEDOUKIAN, Ph.D., chief chemist for Faberge, Inc., and author of Perfumery Synthetics and Isolates, has written another of his annual reviews of progress in perfumery materials for The American Perfumer.

come commercially important, they are nevertheless of general interest to the industry.

Miscellaneous Essential Oils

The odor characteristics, physical and chemical properties of new essential oils, concretes, etc., studied during recent years were summarized in a French publication (157). An oil having properties somewhat similar to patchouli oil was obtained frm Cyperus scariosus, a tree-like plant grown in India (158). Another Indian oil derived from Hymenatherum tenhifolium is reported to contain 50 per cent hymentherene, an acyclic terpene compound (159). The variations in the characteristics of this oil were given in a report which also noted the yield obtained from Juniperus communis at different altitudes (160).

The oils of Eucalptus globulus from Somaliland have been investigated (161). The oil of Chenopodium ambrosiodes has been fractionally distilled and the boiling point of some of its constituents reported (162). Experimental quantities of the Matricaria chamomilla plant were grown in Czechoslovakia and the yield and quality of its oil were examined (163). The essential oil content and properties of the oils obtained from plants grown in Poland were listed in a lengthy article (164). Similar studies were reported on essential oils from the following plants grown in Poland: Mentha piperita, acorus calamus, Vetiveria zizanoides, Abies alba, Angelica silvestris (165), thymus (166).

The use of various essential oils rich in phenolic constituents has been recommended for insecticides and repellents (167).

Production and properties of two Turkish oils, neroli (168) and Salvia triloba (169) have been described. Another publication lists the properties of the essential oils obtained from several species of Argentine verbenacae (170).

The yields and properties of oils from American evergreen trees such as white cedar leaf, black spruce and balsam fir, were discussed in a recent publication (171).

The analytical constants of Cistysus labdanum from Esterel have been given (172). The labdanum gum from the rock-rose in Spain was studied with a view to its application in perfumery. The odor was claimed to be due to a ketone of the cyclohexanone series (173).

Terpeneless Oils

Terpeneless oils have always been of interest not only to the flavor industry but to the perfume industry as well. Various processes are used, and in some cases excellent results are being obtained, notably by the counter solvent extraction process employed in Holland. Some of these methods were described in a report (174).

A novel method which may become industrially important involves chromatographic preparation of terpeneless oils. A mild absorbent such as silicic acid is used, which absorbs the oxygenated constituents while the terpene hydrocarbons are easily eluted (175). This method may prove to be of exceptional value in preparing such terpeneless oils as orange, lemon, lime, etc., where the oxygenated ingredients constitute a small portion of the oil.

Patents

In addition to the various patents previously mentioned in this article, a number of other patents have appeared in the past year. A British patent describes the formation of diol esters from l-olefins by treating them with formic acid and hydrogen peroxide. The diol esters are passed over calumina catalyst at 250–475° to give the aldehyde. In this manner, 74 per cent octanal was obtained from octane-diol formate (176). In another patent, the olefin is converted to the glycol and oxidized to the aldehyde by treating it with peracetic acid in alcoholic solution (177). This method is particularly suitable for the preparation of the higher odd numbered aldehydes.

The oxo process has been applied to terpenes. Thus, limonene with hydrogen and carbon monoxide gives an aldehyde (beta-4-dimethyl-3-cyclohexene-1-propionaldehyde) which on reduction gives an alcohol possessing a pleasant sweet fragrance. The hydrogenated product and its esters are claimed to have valuable odor properties (178) (179).

A Japanese patent describes the catalytic hydrogenation of citronellal to citronellol (180). Other patents describe the production of isopuleglol from menthenediol (181), borneol from terpenes (182), the separation of cineole (183) and camphor (184) from white camphor oil, and extraction of sesquiterpene alcohols from high boiling camphor oil by means of 80–85 per cent methyl or ethyl alcohol solutions (185). Two other patents deal with the production of terpene hydrate (186) (187).

A recent American patent describes the production of homologs of delta valerolactones of self-condensation of methacrolein (188). Another patent discloses an improved method of producing vanillin from sulfite liquor (189).

General Reviews

The numerous reviews published during the past year are important in that they serve to inform the reader of new developments in the industry and at the same time disseminate knowledge which leads to further progress.

An interesting review describes the chemical research carried out by the laboratories of Firmenich and Company in Switzerland from 1895 to 1945 (190). Other reports discuss the chemistry of synthetic perfumes (191) and the advances in organic chemistry initiated by research in perfumery synthetics (192).

The Japanese journal devoted to the perfume indus-

try has published a series of highly informative articles. The following topics as obtained from Chemical Abstracts have been noted: Various classifications of odor (193), the relation between chemical structure and odor (194), the influence of odors on the philosophical and religious ideas of mankind (195), the value of clove oil in the manufacture of various derivatives of eugenol and vanillin (196), a general discussion of the terminal structure of various acyclic terpenes (197), a study of various Japanese mint oils and their comparative values to the flavor industry (198), a list of the large number of synthetics derived from camphor oil (199). Further articles deal with linalool and its esters (200), various cinnamon oils (201), the influence of 3-hexen-1-ol and 2-hexenal on the aroma of tes (202), the chemistry of macrocyclic musks (203) and the nitro musks (204), the nature of ambergris (205), castoreum (206), and a historical review of these animal odors (207). There is a review of recent advances in terpene chemistry, including the synthesis of l-carvone from d-limonene and chromatographic examination of various synthetics (208).

This is the writer's ninth annual review of essential oils, perfumery synthetics and isolates (209).

Books

As in other years, a number of books of interest to the industry were published. Outstanding among these is the sixth and final volume of Guenther's ESSENTIAL OILS (210). Equally important is the third and last volume of the second edition of Simonsen's and Barton's THE TERPENES (211).

The Schimmel reports covering the year 1949–1950 were published in New York (212), and a similar annual report has been published in East Germany by Organa VVB Schimmel (213). The Annual Report on the Progress of Chemistry published by the Chemical Society of London has its usual section dealing with essential oils and related subjects (214).

Other books dealing with essential oils include Leimbach's Atherische Ole by K. Bournot (215), and the Atherische Ole, Riechstoffe und Riechdrogen by Jaminat (216); Die phychologischen Grundlagen der Parfumerie by Jellinek (217), and a second enlarged edition of Moncrieff's well-known book, Chemical Senses (218).

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We all get our share of luck, good or bad. It has been said that luck is your silent partner. Plan as you will, the success of many of your ventures will depend on incalculable and unforeseeable events, and when some of us repeatedly lose with no fault of our own, and others win with no credit of theirs, it is just asking too much of human nature not to believe in luck.

—*Dr. Joseph Jastrow.*

The people who go wrong in this world are those who have a lot of time on their hands and nothing on their minds.—*M. Kelly.*

Influence of Climate on Odor

Why the floral essences obtained from flowers grown in Southern France possess their distinctive quality and marked delicacy pointed out in an interesting interview with Francois Camilli of Grasse, France

IN the final analysis the success of the perfume oils of southern France is due to nature rather than to the skill of the men engaged in their production according to Francois Camilli, president of Camilli, Albert & Laloue of Grasse, France.

Floral essences from that region, he points out, are of an obviously finer quality and are endowed with greater delicacy than those obtained from other sources even though there are other regions where the climate seems to be more suitable for the cultivation of perfume bearing plants. Although the yield is sometimes lower the quality of jasmin, rose, tuberose and orange blossoms from the Grasse region is recognized practically everywhere. Unquestionably the experience derived from years of practice in the growing of flowers has given a high degree of skill to the perfumers of the south of France which enables them to produce the high quality oils from plants grown in the region.

In amplifying this Mr. Camilli points out that the existence of all plant life, is nothing more than the constant struggle of its organism against the destructive forces which threaten it. The presence and quality of essential oils are intimately bound to climatic temperatures; and it appears that the delicacy of a perfume is greater in the colder countries. Therefore the delicacy of the Grasse crops is probably due to the fact that the greater number of perfume plants grown in that area are at the northern limit of the area suitable for their growth. It is probably for this reason that the various exotic jasmins, roses and foreign nerolis do not enjoy the finesse of those produced in Grasse.

Other examples in the animal and vegetable kingdoms where resistance to cold has resulted in producing specimens of superior quality might be cited. Thus the finest furs come from animals of the coldest countries and the finest wheat is grown in Manitoba. It may seem paradoxical in so far as flowers are concerned to speak of the struggle of survival in the Grasse region; but everything is relative: the orange blossom from the tropics, jasmin, originally from India and tuberose, imported from Mexico, are all plants which are obliged to struggle for adaptation to the Grasse climate.

Flowers give off perfume in every climate but those which grow in the warmer climates give off heavier fragrances while those from the cooler regions have a more delicate fragrance. In Grasse, orange blossoms, jasmin, rose and tuberose particularly, are found at the extreme limit of their geographical area and growers

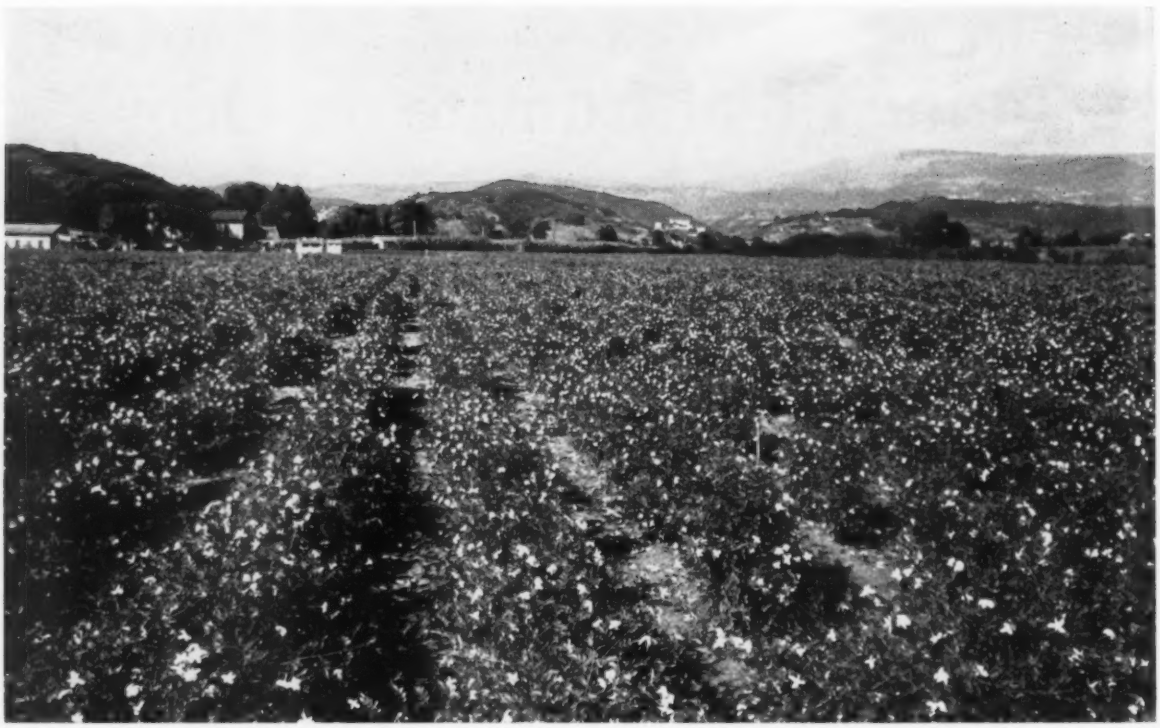


Francois Camilli

are obliged to take great care to protect them against the cold of the Winter season on the Riviera even though this is considered to be fairly temperate.

In addition to the factors of area and temperatures there is another one of importance. That is the humidity of the air which at Grasse presents optima daily variations. Constant humidity is not conducive to the development of the perfume. This variable humidity largely accounts for the quality of the jasmin odor from flowers grown in Grasse in contrast with those grown elsewhere. Moreover some of the choicest flowers grown in Grasse come from plants which have been grafted; and grafting implies selection. Elsewhere they are produced directly from the plants giving a larger yield per acre but inferior in quality. The risk and cost of the Grasse plantations are increased necessarily on account of this care but a flower is obtained which is unequalled for fragrance and delicacy by any grown in any other part of the world. To make this clear an analogy may be drawn with vineyards. The vine slips giving a direct grape produce abundantly thick wines which are marketed at a low price, whereas, in the regions producing the finest wines by reason of their geographic situation in the extreme north and by grafting, the best vintages are obtained. Moreover in spite of their greater cost they always enjoy the preference of the real connoisseurs.

In view of the fact that French jasmin this year will be offered at prices substantially higher than for jasmin from other sources the feeling that French jasmin may not find ready purchaser acceptance, is unwarranted in the opinion of Mr. Camilli because the great perfume houses which produce and market the finer



The delicacy of Grasse crops may, paradoxically, very well be both in spite of and because of the constant struggle against an unfavorable climate.

perfumes have always placed quality first in their jasmin purchases. They will therefore, he feels, continue to give preference to the French products not only in jasmin but in the general field of floral essences as well.

Readers may be interested to learn that the opinion expressed by Mr. Camilli last fall in regard to the French jasmin crop has been substantiated by facts. Thomas M. Biallo, the New York manager of Camilli, Albert & Laloue, Inc., just back from a trip to Europe, reports that official figures made known recently reveal that in spite of its much higher price, it is now certain that practically the whole of the French 1952 production will be absorbed before next Summer. On the other hand, it is also generally known that the exotic essences have not met with the same success, only part of the production having been sold.

The jasmin crop this year will result in the production of over two tons of essence; and to correct a rather widespread misunderstanding of the facts, Mr. Camilli emphasized the fact that the French production of jasmin is as it always has been, greater than the total production from all other sources. Jasmin flower growing is in the hands of about 2,100 small producers scattered through the Grasse countryside. The majority of these are small farmers whose families work in their fields. They give special care to jasmin cultivation and to the picking of the blossoms. The time lag elapsing between the actual picking of the flowers and their treatment is reduced to a minimum and this lessens alterations in the quality of the essences—another factor which contributes to the quality of the French product.

As to other floral productions, in the last few years the production of roses has decreased following the attack of a parasite, the "buprest." The entomological station in Antibes has succeeded in putting a stop to this pest. Furthermore, thanks to a policy of encouragement taking various forms which have been followed for over a year the cultivated areas are on the increase and in the near future the cultivated areas will be doubled. This will enable the producers to satisfy the world demand for concretes and absolutes.

As to the future Mr. Camilli expressed confidence in the increasing prosperity of Grasse where the producers are constantly improving processes and placing on the market a new series of natural products which are becoming more and more indispensable. The same conclusion applies to synthetic products of quality which associate with but do not compete with the natural products. Did not a well known personality of the Synthetic world say: "My products derive their worth by the quantity of natural products they contain."

He that loses money loses little; he that loses health loses much; but he that loses courage loses all.—*Goethe.*

Work is the true elixer of life. The busiest man is the happiest man. Excellence in any art or profession is attained only by hard and persistent work. Never believe that you are perfect. When a man imagines, even after years of striving, that he has attained perfection, his decline begins.—*Sir Theodore Martin.*

DR. STEFAN A. KARAS



How to Perfume Cosmetics

Practical suggestions for perfuming lipsticks, shampoos, foundations, compact make-up, cream rouge, mascara, bath essences, bath salts, permanent waves and depilatories. . . . The same odor for the entire line*

In the previous article in this series, the scenting of cosmetics was considered as one of the functions of beauty products. In addition to pointing out some general principles that must be followed, the author discussed the specific details of the perfuming of several cosmetics, and particularly different types of creams. This is the second article on perfuming cosmetics in this series.

PARTICULARLY when it comes to lipsticks is it necessary to concentrate on the question of ingredients, which either have odors that must be overcome, or do not readily absorb and assimilate the perfume. Perhaps ninety per cent of the ingredients of a lipstick are waxes and oils, and most of the remaining materials are the pigments.

In examining waxes, such as carnauba, candellila, Japan wax, beeswax, spermaceti, all of which give "stiffness" and consistency as well as glow to the product, it will be seen that each product has its natural characteristic smell. This is especially true of beeswax and spermaceti. The very first problem, then, is to eliminate as much of that natural smell in buying the product. The raw material should therefore be highly purified and absolutely fresh.

The mineral waxes do not have as much odor, but some of them develop a by-odor in the course of time. For that reason, above all, the use of fresh stock, and the keeping of inventory for a minimum amount of time and under careful conditions, are most important.

The worst troublemakers are the oils in lipstick, and this means both the vegetable and the organic oils. Castor oil, it goes without saying, is notorious for its characteristic smell which, however, when the material is highly purified and prepared especially for lipstick, is not difficult to perfume and to stabilize—using the term "stabilization" in the sense of the blending of an odor which is unchanging. Castor oil, under such conditions, can remain as long as several years without developing any perceptibly unpleasant odor.

The use of isopropyl myristates presents more difficulties because this requires not only perfumery but stabilization. Proper grades of these esters must be evaluated particularly for their freedom from by-odors.

Finally, there remains to be considered the ten per cent, more or less, of tinting matter, which has already been discussed in some detail in the article on coloring of cosmetics. It is particularly important to note the interference that can develop between the perfume and the tetrabromofluorescein, which is the indelible part of the lipstick. This halogen compound quite often has a by-odor of its own, which should be eliminated in the course of its manufacture.

Although axiomatic, it should be repeated that the examination of these products should be accomplished by smelling first without the perfume, and under various temperatures and at various lengths of time, all in order to determine the type of perfume that may be required, to give not only pleasant scent but also adequate coverage.

Taste Irritation

The question of the taste of the perfume must not be disregarded. Some of the strongest ingredients in the perfuming of lipstick might have a taste irritation,

*Second of two articles on perfuming cosmetics.



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a phrase that simply means that where the taste is bitter, there is a tendency to induce irritation. Some of the products that should be avoided in a perfume for lipstick, or used only in the very smallest amounts, are hydroxycitronellal, aubepine, isoeugenol, among others.

Can lipstick be properly scented with flavor compounds? These materials have been tried, particularly raspberry, banana, and others, but have not gained in popularity.

Finally, there is the matter of proportion. Lipstick has been more frequently underperfumed than most other cosmetics; it is our opinion that a fine scent can be added in quantities as high as two per cent. This is because it requires a large amount to cover the fatty substances, and because the perfume seems to diminish in strength after incorporation. These large amounts of fats seem to absorb and dissolve and neutralize the odor of the perfume.

The perfume compound should be added to the lipstick mass at a temperature of between 60 and 70°C, before milling or before passing the mass to the roller mill.

The general character of perfume for lipstick should be on the flowery side, with an avoidance of the oriental, the heavy, and the sophisticated types. The heavier odors would usually require a larger amount of viscous and crystalline substances, such as the musks, oakmoss, coumarin, which often impart the flavor and aroma. However, all in all, popularity in lipstick odors is centered mainly in the violet type, usually sweetened by some touch of rose or suggestion of lily-of-the-valley.

Shampoo

The predominant type of shampoo today has become the synthetic detergent or soapless, and these products dissolve the perfume rather well, although they may require the addition of solvents, the latter being mutually water- and perfume-soluble. An excellent example of such a material would be the polyethylene glycols.

The perfuming of detergent shampoos therefore presents no great problem of compatability or solubility. Almost any type of perfume goes into solution quite readily, without forming the clouds usually found when a soap shampoo was being scented. Whereas the soap shampoo usually required a small amount of alcohol —usually less than five per cent—to facilitate the perfume to go into the solution, this is not true of the synthetic detergent.

However, in both types of shampoos, there are sequestering agents (for example, ethylene diamine tetra acetic acid) which help not only to remove cloudiness, but also to clarify cloudy shampoos.

Proportion of Perfume Important

The proportion of the perfume is most important, because an overperfumed shampoo leaves considerable odor on the hair long after the shampoo has been removed by rinsing. We would advise a maximum of one per cent of perfume, and it is quite often sufficient, with certain types of perfume, to have as little as one-half per cent. Lavender, for example, a most popular shampoo odor, does not require more than the one-half per cent figure.

In addition to lavender, very popular types of shampoos are lilac and rose. Here, again, the perfuming of shampoo requires classical rather than modern types of odor formulations.

Foundations

The semi-liquid types of foundations are often made with synthetic chemicals which carry the characteristic odor of manufacture, often being the odor of burned sugar or derivatives of lanolin, or beeswax, and even in the amounts of ten to fifteen per cent, such ingredients cause a considerable problem in the final odor. The elimination of those unpleasant-smelling ingredients should be the main effort, so that the final perfumery problem is not too difficult.

It should not be forgotten that foundation remains on the skin for many hours, close to the nose, and people are particular in accepting or rejecting a foundation on account of the odor.

The psychological effect accomplished by perfume is perhaps more important in the foundation than in any other product, because this covers the skin and remains there for many hours. Inasmuch as it is a product sold for self-application, it obtains better and more careful examination on the part of the customer.

What can be said of the type of perfume usually chosen for foundation? First, there is a necessity of having classical types, such as lily-of-the-valley, lilac, or something between apple blossom and those florals. Secondly, the composition of this perfume, as well as the strength, should be moderate. The perfume must be formulated with the problem of irritation uppermost in the mind. As with other emulsions, this product does not require too high a percentage of perfume to give adequate results; the ideal recommendation would seem to be in the neighborhood of one per cent, or perhaps slightly less.

Solid Cosmetics

Solid cosmetics is a general term, and can encompass a number of dissimilar products, such as compact make-up, cream rouge, mascara, and bath essences, and bath salts. These materials all consist of solid oily foundations, from dry compact foundation (to which water must be added) to the rouge and the mascara. All of these solid cosmetics could almost be placed in one class, because they all contain a predominant amount of pigments or colors.

Talcum powder, among these solids, is not a very difficult product to perfume; on the contrary, it is sometimes quite simple to impart a pleasing fragrance, and the amount of oil needed to accomplish this aim is usually in the neighborhood of one per cent, or even less. The mixing of the perfume with the powder is usually done at the end of the processing, especially the micronizing (always accomplished without perfume); this micronizing, in fact, raises the temperature of the powder, and the absorption as well as the destruction of the perfume during this process is very great, much of the perfume being actually lost.

Solid cosmetics are best perfumed before they are pressed into final form; immediately after the oil has been added, they should be passed through a screen in order to break up the larger particles which may form as a result of the addition of the perfume, the later causing an agglomeration of some of the substances to each other. This method of screening following the addition



DR. STEFAN KARAS, consultant, is the author of this eighth of a series of articles on primary functions of cosmetics and factors involved in their manufacture.

of perfume is particularly recommended in the case of the manufacture of rouges and campact face powders.

Bath Essences

Bath essences can be considered a part of perfumery, rather than of cosmetics, for the main purpose or function of the product is to give off a pleasant odor. The major problem confronting the manufacturer, as a result of the use of perfume materials, is to retain the excellent solubility of the essence, have a clear dissolution, and at the same time be able to choose the best type of perfume. In order that solubility be of the best, sulfonated oils have come to be used, and in these sulfonated compounds as much as forty to fifty per cent of certain essential oils easily dissolve. Naturally, it is impossible to say that all perfume oils are equally soluble in these sulfonated products. Certain ingredienrs have less such solubility, particularly the crystalline and viscous substances, which dissolve poorly when present in a considerable percentage.

In order to increase the solubility, cosolvents are frequently used. Among such cosolvents, one can recommend both ethyl and isopropyl alcohol, often carbitol, and others, that can be added to the sulfonated oils.

In addition to the perfume, the bath essence contains a detergent that is effective in the elimination of calcium salt deposits which, together with the fatty acids from soap, cause a ring around the bath. Since relatively high percentages of calcium and other minerals are found in hard water, the hard water areas are naturally the best market for such bath essences. The composition of the essence should be such, taking into consideration both the perfume and the inert emulsifying agent, that the entity lend itself to ease of dispersion and emulsification in warm water.

Dispersal of the Perfume

The perfume should be dispersed in tiny globules, rather than larger droplets. Because of the necessity of volatilizing in moist air, materials with excellent diffusive power should be concentrated on; these would include benzyl acetate, aubepine, small proportions of the bornyl compounds, phenyl ethyl alcohol, and a fraction (perhaps not more than one part per thousand) of the fatty aldehydes and fatty alcohols. These materials, blended together in one formula in proper proportion, in order to give an attractive scent, will be highly diffusive and have good volatility under the conditions of use. The final perfume oil is added to the emulsifying ingredients to make up anywhere between ten and twenty-five per cent.

Bath Salts

The bath salts are made up primarily of sodium hyposulfite, trisodium phosphates, sodium bicarbonate, and sodium chloride, and the salts are generally covered with less perfume, the latter being present in from two to five per cent.

The character of the perfume, both for the salts and the essences, is of a sophisticated nature, but the salt perfume is generally of the heavier type, sometimes with an Oriental note, often containing large proportions of oakmoss. One of the most significant problems encountered is the choice of a color-perfume combination, of a nature that will not be reactive and therefore not cause changes in color or in odor. This is not a problem involving conditions of use so much as of shelf storage, which usually means from six months to one year.

The bath salt is unquestionably a seasonal product, being largely used in Winter; hence, not only the heavier odor, but also the "warm" colors should be used. Green, for example, would be best avoided in the planning of this product. But the warm odors need not necessarily be of the exotic character; they can be of the heavy floral. It is hardly possible to conceive of a perfume deserving of the characterization of warmth more than a deep rose, or even, to a lesser extent, better types of lilac.

Permanent Waves and Depilatories

There has been considerable discussion on the subject of the perfuming of the modern hair curling and hair removing products such as the cold waves and the depilatories, which contain as active ingredient the ill-smelling ammonium or calcium thioglycolates.

The proper scenting of the cold wave has not been solved, and may not be until such time as the active waving ingredient can be replaced by another. Organic sulfur compounds usually smell so bad that ordinary coverage with a strong mixture of essential oils and aromatics does not succeed in masking an odor. Thus, it is not a question of failing to find the proper perfume, but rather that the thioglycolate is stronger and will "out-smell" any perfume that can be compounded.

In our own experimentation, we have had some greater success with the use of flavor ingredients rather than the usual perfume compounds, but to have coverage even approaching adequacy, the quantity of flavor needed is so great that it defeats the purpose of the scenting effort.

It is unfortunate that the cold wave must illustrate our basic premise: that if the ingredients in cosmetic formulation are strongly odorous, their use is precluded and should be studiously avoided. However, inasmuch as no suitable substitute is available, the thioglycolates at this time cannot be excluded from the cold waving formulas.

The case of depilatories is quite similar. Calcium thioglycolate, the active ingredient, is somewhat less volatile than the ammonium compound; it is also less sharp, somewhat weaker, and the coverage of this ill-

(Continued on page 249)

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The Editorial - "WE"

Cosmetic Tax Status Under Study

THE House of Representatives had been is session but a brief time when the first bills to amend or repeal the excise tax on cosmetics were introduced. As a matter of fact, one such bill bears the low number of HR 5, and this would restore the tax status as of 1939, namely a 10 per cent retail tax on cosmetics. Another bill, HR 1932, calls for a complete repeal of the tax on all cosmetics, as well as handbags, selling at less than fifteen dollars. In the face of these bills, and other proposals, what should be the position of the individual leaders in the industry? In our opinion, this industry requires a united effort on the tax question. Particularly distressing is the possibility that the efforts of the powerful retailer organizations should be directed toward changing the method of collection, rather than the tax itself. In a choice between HR 5 and HR 1932, although the latter more accurately reflects the principle that cosmetics are not luxuries and therefore should be subjected to no discriminatory tax legislation, the restoration of the 10 per cent tax status of 1939 seems to us to be within the realm of immediate possibility of enactment. For that reason, we believe it is deserving of united and wholehearted support.

A Word in Support Of an R-P Amendment

WHILE on the subject of legislation, we want to call to the attention of our readers a bill introduced into the United States Senate, and bearing the number of Senate Bill 540. The purpose of the bill, as stated therein, is "to establish beyond doubt that, under the Robinson-Patman Act, it is a complete defense to a charge of price discrimination for a seller to show that its price differential has been made in good faith to meet the equally low price of the competitor." Now, to pass judgment on an amendment of a law which, in its entirety, is highly controversial, and which most of the legal and executive minds in the industry find inacceptable, is to put oneself in an anomalous position. However, Senate Bill 540 speaks for itself, and no mater how much one may be opposed to R-P as a whole, it hardly seems possible to oppose this amendment. In fact, it is a sorry commentary on the original law and on its interpretation in the courts that such a bill needs introduction.

Aerosols Making Headway In Cosmetic Sales

WE have had occasion to report on aerosols in the past, pointing out that they constitute one of the major cosmetic developments of recent years, and indicating that their advent may become an important factor in a further shift of cosmetic sales to the supermarket. Now comes a study by duPont to show, first, just how sizable this aerosol cosmetic market is, and secondly, how significant it is for the druggist. The study (which, if redone today, would probably show a still greater percentage of sales in aerosols, because of the recent introduction of several new shaving creams packaged in this fashion) discloses that 32 per cent of druggists' sales of toiletries (available both in aerosol and conventional packaging) went to the former. Broken down by individual products, the aerosol packages accounted for approximately 19 per cent of suntans, 26 per cent of personal deodorants, 9 per cent of hair shampoos, 34 per cent of room deodorants. The survey, as mentioned, is limited to drug stores. We suspect that the percentages might be even higher in the food outlets.

Is the FSA Headed For the Cabinet?

RUMOR in that well-known rumor factory, Washington, has it that the Federal Security Agency is headed for cabinet status. Although a shift of this nature does not necessarily mean any change in the policies or activities of the FSA, or its component sections, it is recognition of the significance of such activities to our national health and welfare. Elevation to cabinet rank means the more direct involvement of the President and his staff in the work of the Agency; it means a better integration of the Agency in the overall activities of the entire Administration, and particularly in such fields as commerce and agriculture; and, finally, in practical terms it means a lesser chance that the Agency's work will be curtailed at some inopportune moment by the failure to appropriate adequate funds in Congress. For these reasons, and above all as a dramatic and necessary expression of the significance of housing, health, and general welfare problems, the "cabinetizing" of FSA is long overdue.

Supers and Canvassers Continue to Gain

FOLLOWING up what we have written above on the duPont aerosol study, the gain of the supermarkets and the door-to-door canvassers in the cosmetic industry continues to be noted by various surveys. There comes to our desk the Fawcett Beauty Reader Forum, which analyzes the point of purchase of 44 toiletries, and finds that the home salesman is making the greatest headway, the druggist continuing to fall behind. Restricted to the buying habits of the readers of *True Confessions* and *Motion Picture* magazines, the survey indicates that the food store has taken the lead in the sales of cleansing tissues; that the door-to-door salesmen are making serious headway in the sales of face powder, lipstick, cleansing cream, astringents, and deodorants, as well as other products; that the food store has gone ahead in the sale of bath salts, and the variety store in rouge. These are but a few salient points that can be found in an ex-

Headliners again in 1953

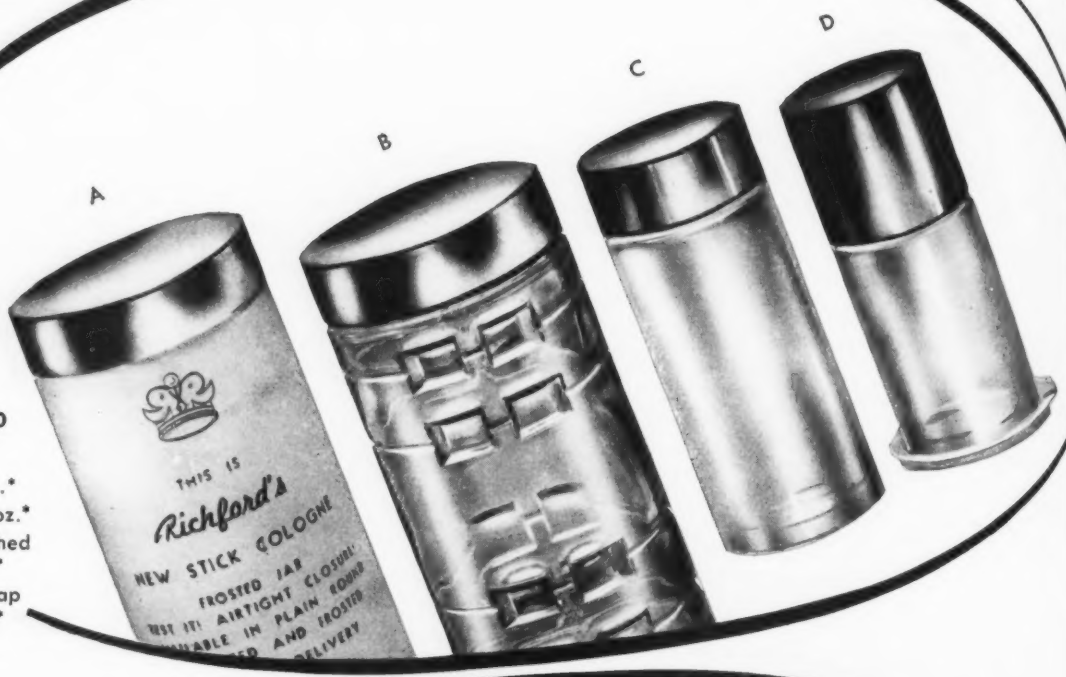
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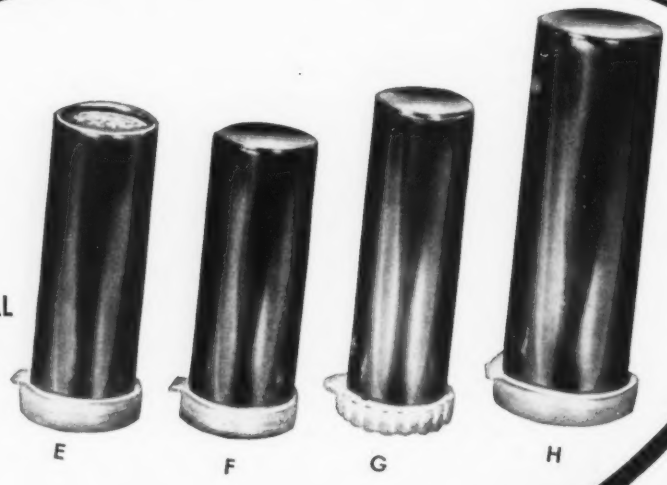


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tremely interesting study. Although it should be stressed that readers of these publications are not cross-sectional of the country as a whole, and that the surveys do not reflect an accuracy where their findings can be accepted to the decimal point, the general trends that they indicate are hardly open to dispute. May we suggest for a very definite contribution a study to be made either by an individual or group of cosmetic marketing experts, on the repercussions of the supermarket and house canvassing sales on pricing, packaging, and other features of the cosmetic industry. It is a major problem, one that should be thoroughly understood by all, and that would make a stimulating subject for a symposium or forum at a Toilet Goods Association meeting.

Sonny Is Washing Behind His Ears

AMERICA sure is cleaning up these days! There used to be an expression, "No soap," and if it was ever interpreted literally, it certainly didn't belong in the U.S.A. For now there comes to our desk the figures on soap consumption in this country, just gathered by the Association of American Soap and Glycerine Producers. The average consumption of soap in the United State is 27.7 pounds per person, an increase of 10.8 per cent over 1937. This increase, we are pleased to note, is universal, and in fact is even more marked, on a percentage basis, in countries where the use of soap is still very slight. There is excellent correlation between the use of soap and the infant mortality rates, the Association points out, but rightly adds that there are other factors involved therein: the standard of living, lack of running water and particularly hot water in the homes, high birth rates, medical care. Soap consumption, however, even in this day of antibiotics and wonder drugs, continues to be a factor of prime importance in public health.

An Industry of Growth And Continued Expansion

THE growth of the cosmetic industry continues, with new products, new companies, and growth of the firms that have held a position of leadership for many years. It is a healthy industry, where competition is rife, and where no single firm occupies a dominant role. The expansion of the older firms never discourages the newcomers, and the phenomenal successes of some of the younger companies serve only as inspiration to the older ones. These are words that could be written as a postscript to dozens of news notes that we have printed in recent months, and could be appended to many others that will come our way, no doubt, in the months ahead. They are written here as we learn that Helena Rubinstein has just launched its (or shall we say her?) new four million dollar cosmetic plant in East Hills, Long Island. The former production of this company will be tripled, and 170 products will be manufactured. A beautiful, modern factory, it is a model for the industry to take pride in. But, most remarkable of all, we doubt if any competitor will suffer loss as a result of the expansion of this company. The industry as a whole is still in its expanding stage and, we suspect, will continue to be for many years to come.

A Free-for-all Over the Word Free

The Federal Trade Commission has been deeply concerned in recent months with the meaning of the word "free." Some time ago, the FTC issued one of its famous cease and desist orders, which instructed a firm to stop using the word "free" or any similar word "in advertising to designate or refer to any article of merchandise which is not in fact a gift or gratuity or is not given without requiring the purchase of other merchandise or the performance of some service inuring, directly or indirectly, to the benefit of the respondent." It has seemed to us, however, that the public was well aware of the meaning of the word "free" and that when an advertisement explicitly states that one bar of soap is free to every purchaser of two bars, for example, no one is being misled or defrauded. We therefore heartily commend Commissioner Carretta for his recent dissenting opinion, in which he contended that advertisements or offers pertaining to 'free' goods" which set forth the terms of purchase clearly, where there is no deception or chance of deception, should not be considered an unfair method of competition or a deceptive act or practice. We should like to suggest that there may have been considerable abuse of the word "free" by some advertisers; that some advertisements or layouts may have been worded or depicted in such manner as to give a false impression and lead to disappointment, or worse; but we certainly doubt that all advertisers using this word should be penalized because of the actions of a few. That the public needs and deserves protection—yes. But it is a public that is literate, that understands and appreciates the meaning of words, and any word should be examined in its full context. Although this is a matter of concern to all advertisers, including the toilet goods manufacturers, it is ironical that the case that attracted the greatest amount of attention should have centered around the distribution of books by one of the best-known book clubs. If ever there was a public unlikely to be deceived, it was among the readers of the particular advertisements that were condemned. As stated by the National Beauty and Barber Manufacturers' Association in a recent bulletin—and we quote in heartiest approval—it would appear that the public interest requires it (the F.T.C.) to devote its energies to attacking false and misleading advertising that deceives customers and injures their pocketbooks instead of spending the considerable amount of time it has in the 'free' controversy prosecuting merely for the sake of stopping what *it* contends is false, but does not deceive and injure consumers.

Fair Trade Bureau Does a Fine Job

WE have spoken in these columns on fair trade before, and no doubt the question will arise again. There is much to be written, warnings against complacency, information on court actions and decisions. For those not already familiar with an organization that is doing a first-class job, we call attention to the Bureau of Education on Fair Trade. If ever there were an outstanding example of inter-industry and intra-industry cooperation, this is it. Here is a watchdog organization, keeping an eye on every move affecting fair trade in a manner that no one company could do, keeping its members informed of actions that can be of utmost importance to them. The joint effort of trade associations, drug and cosmetic companies, wholesalers, and stores is an outstanding example of accomplishment through cooperation.

THE FIFTH SENSE

(Olfactive Sense)



Chemical Senses, page 1, Moncrief—lists senses as follows: "sight, hearing, touch, taste, smell." Note smell is listed Fifth.

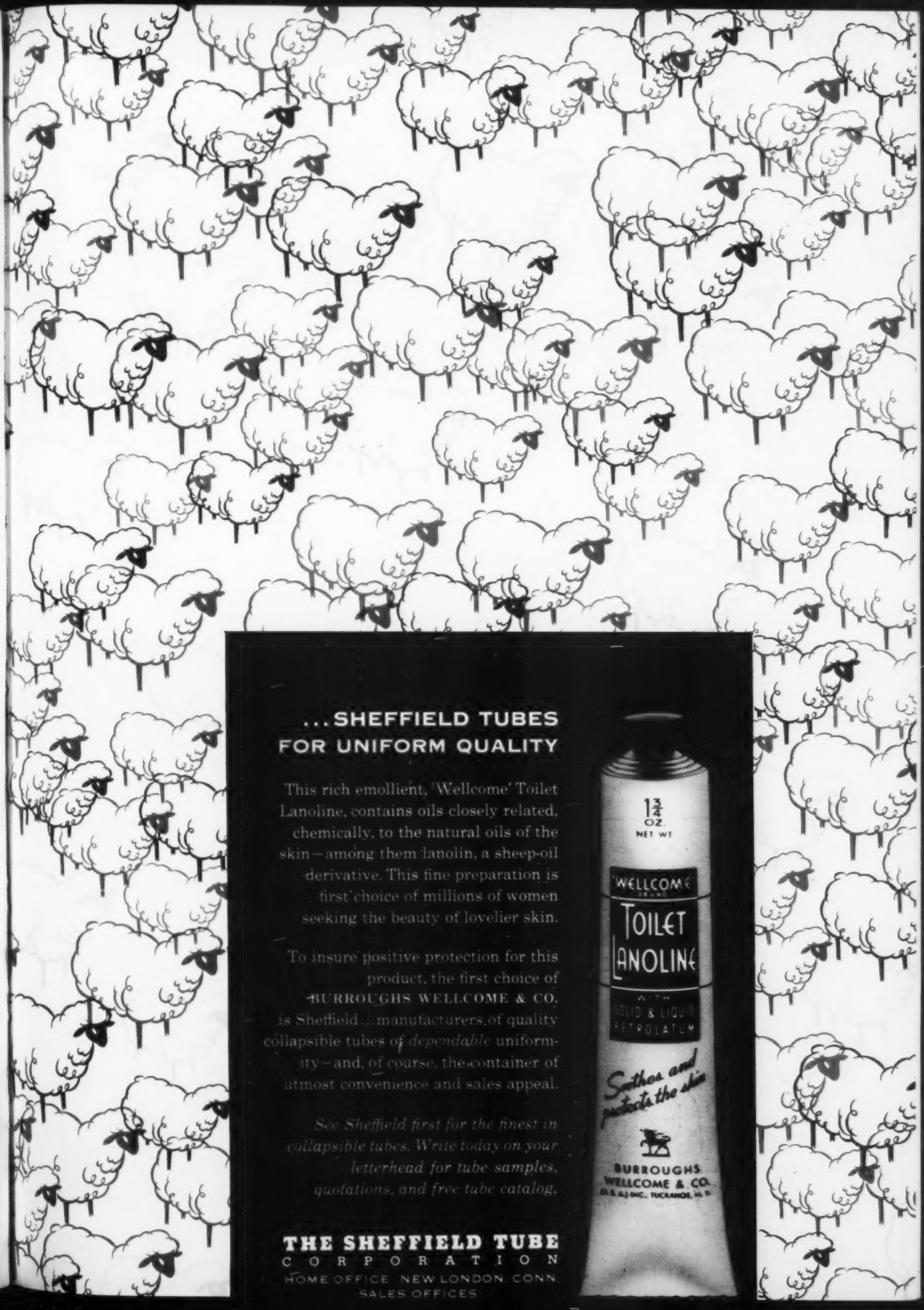
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NEW PACKAGING and PROMOTIONS

THE 17TH ANNUAL 5 cent to $5.00 Variety Packaging Competition Gold Award in the Cosmetics and Toilet Goods Division went to the Lashbrite Mascara package of The Theon Co. of New York City; Silver Awards went to Helene Curtis Industries, Inc., Chicago, for its Helene Curtis Shampoo Plus Egg package; to Merlee, Inc., Minneapolis, Minn., for its Shoo! Insect Repellent Stick; and to the Lander Co., New York City, for its Darcel Flower Toilet Water Set.

TUSSY COSMETIQUES will introduce "Look-See" Midnight Lipstick Trio, a plastic case with three lipsticks and a mirror, to complement spring fabric shades. The lipsticks



Plastic case holds three lipsticks

come in three different color combinations, for brunettes, blondes, and redheads, and are Permasticks, the long-lasting type. Look-See will sell for $1 by April 15.

HERB FARM SHOP LTD. is celebrating its 50th anniversary with a special Golden Anniversary package, containing 2⅝ oz. of Deluxe Toilet Water, regularly $3, and ½ oz. of perfume, regularly $6.25, in Grecian style bottles, together for $3 for a limited time only.

HELENE CURTIS INDUSTRIES has reformulated and repackaged its Creme Shampoo and is backing its claims that it contains twice as much lanolin as any other leading brand with full-color advertisements in eight leading national magazines, Sunday newspaper magazine sections, television and radio. It is offered at 49 cents per 2 ozs., 89 cents per 4 ozs., and $1.69 per 10 ozs.

DAGGETT & RAMSDELL will continue its annual special on Golden Cleansing Cream through April. The half-pound jar, which regularly sells for $2.50, is offered for $1.25.

HELENA RUBINSTEIN is introducing a new Apple Blossom Time bath line, with Cologne at $1.25 and $2, "Jewelled" Perfume Cologne at $2.65 and $3.85, Dusting Powder at $1.50, Shaker Talc at 75 cents, Swivel Cologne Stick at $1.25, Silken Perfume (Liquid Sachet) at $1.85, Perfume Foam Bath at $2.50, Jewelled Perfumette at $2, and Perfume Cream Deodorant at $1.

YARDLEY has scheduled an extensive advertising campaign for its entire line, which includes full-page-plus-2-column ads in six national magazines.

PRIMROSE HOUSE will continue Chiffon Perfume Picture Frame, originally a Christmas package, as a regular item in its gift line.

ANDREW JERGENS CO. is marketing a new instant cream deodorant.

HARRIET HUBBARD AYER offers a Swiss-made sterling silver and gold lipstick case with three lid-protected refills, for instantaneous switching from one shade to another. In a black suede, white satin-



Lipstick and refill combination

lined box the combination retails for $10.



Space Cadet toiletries

VANTINES is introducing a Space Cadet toiletries line for children consisting of plastic bottles containing Hair Slickum, Shampoo, and Bubble Bath for boys, decorated with a picture of Tom Corbett (of TV and comic-strip fame) in pilot's space outfit, and Hand Lotion, Shampoo, Toilet Water, Bubble Bath, and Dusting Powder, decorated with a picture of Joan Dale in nurse's space uniform for the girls. The line also includes castile soap, shaped like the space ship Polaris, selling for 39 cents per cake, 79 cents per two cakes, and $1 per three cakes. Items come individually at 79 cents, or in sets of two or three, ranging in price up to $2.39.

SHULTON, INC. offers $1.25 Friendship's Garden Liquid Petals and $1.25 Friendship's Garden Toilet Water together at $1.50 for a limited time only.

REVLON is distributing Nail Massage Cream at $1.25 and Creamy Cuticle Remover at $1.

The bottles in our new 439 line are thoroughly practical as well as attractive . . . ideally suited for use both at home and traveling. They can be supplied plain or with fired-on ceramic labels. Available from stock in 1/2, 1, 2, 4 and 8 ounce sizes.



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BEAUTY FASHION AWARDS for 1952 have been extended to Charles of the Ritz for merchandising policy, the Erno Laszlo Co. for packaging, Parfums Ciro for promotional packaging of five Ciro fragrances in a $5 combination offer, Helena Rubinstein for promotion, and Revlon for advertising.

F. MILLOT of Paris, France, is introducing a floral line, Muguet, Lilas, and Violette, in the U.S. at $3.75.

PRIMROSE HOUSE is introducing Hartnell 1st fragrance in the U. S. in perfume at $2.50 for the purse flacon, $5.50 per ¼ oz., $10 per ½ oz., $18 per 1 oz., and $60 per 4 ozs., and in toilet water at $3 per 2 ozs. and $5 per 4 ozs. The line is dressed in blue and gold.

PRINCE MATCHABELLI offers a sampler package, called Perfume Collection, which introduces its newest fragrance, Wind Song. The four



Four bottles in a sleeve

perfumes are bottled in half dram crowns in a row in a sleeve-type package. Beneath each bottle is a description of the fragrance; the one underneath Wind Song requests "Won't you let us know what you think of this new perfume?" Perfume Collection lists for $1.95.

OGILVIE SISTERS introduces four Essential Shampoos, regularly at $1, for dry, normal, permanent waved and oily hair, in 8 oz. plastic bottles, with a special offering of the shampoo plus a one oz. Creme Set, regularly 75 cents, together for $1.25.

HELENE PESSL, INC. presents Bubble 'N Soap, a plastic dispenser containing 20 packages of Bubble Bath Powder and a cake of Little Lady castile soap at $1.50.

CAMEO, INC., has added three new iridescent shades to its line of Smartee Nail Polish with nylon: Sparkling Snow, Sparkling Sea Shell and Sparkling Rose Mist. Slo-Flo finish on the Owens-Illinois Glass Co. bottles is designed to retard flow of the polish if bottles are tipped over.

THE PEPSODENT DIVISION of Lever Brothers Co. has launched a national Easter promotion of its Shadow Wave Home Permanent around the theme "Quick as a

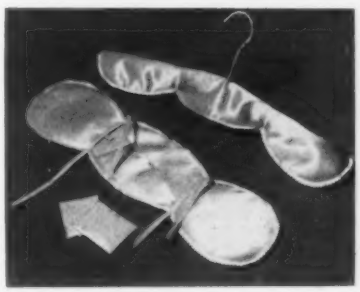


"Quick as a Bunny"

Bunny," to continue through April 5.

WRISLEY will add several new items to its bath goods line. They include newly formulated Superbe Beauty Bath Crystals in concentrated form, Superbe Bath Powder in a round box with puff for after-bath application; concentrated Superbe Pine Bath Oil in a new streamlined bottle; all for $1 per item. Also new is Honey and Almond Soap, as $1 per 12-cake box.

MARY CHESS offers a new package, a "Coat Hanger" with two envelopes of Sachets, for Easter and Mother's Day selling. Unscented and untaxed, it retails for $2.50; two



Coat Hanger sachet

square polyethylene envelopes containing Sachet Powder, in any of seven fragrances, are 75 cents plus tax. Toilet Water in a star-shaped bottle has been gift-wrapped in silver-foil paper tied with a satin ribbon holding an artificial corsage. The six-ounce bottle sells for $5 and comes in ten fragrances.

Chess' Perfume Hearts package, consisting of two $1.75 Pawn Perfume bottles, selling together for $3, has been imprinted "Happy Easter" and "To Mother."

TUSSY COSMETIQUES will introduce Medicare, a tax-free treatment set for adolescent and problem skin, in April. It consists of Creamy Masque for cleaning and Medicated Lotion for concealing blemishes and aiding drying and healing of acne pimples. Both products contain hexachlorophene. The package retails for $2.

COLGATE-PALMOLIVE-PEET CO. is testing Lustre Creme home permanent kit in Atlanta, Beamont, Tex., and Grand Rapids, Mich., using newspaper supplements and television spots.

PARFUMS CORDAY will introduce its Toujours Moi and Fame fragrances in its half-ounce Creme Sachet flacons, with gold instruction booklet and applicator. They will sell for $2 in time for spring.

ASSOCIATED BRAND's Kidmetics Division will back up its retail distribution of its new children's



Shampoo with goggles

Creme Castile Shampoo and Shampoo Goggle $1 combination with half-column insertions in six national magazines. Preceded by two months of trade advertising, the budget for the five-months' period will exceed $50,000, and it is anticipated that the annual budget for 1953 will reach $250,000.

PRINCE MATCHABELLI introduces Duchess of York Cologne Perfumee, lilac-scented, in a 4 oz. crown, with a lipstick attached to the top of its lilac-decorated box for the premiere. The package retails for $3.

NESTLE-LEMUR is marketing Spraze, a hair mist in a 3½ oz. aerosol, at 89 cents, Lite Hair Lightener at 79 cents and $1.50, and Colortint at 25 and 50 cents. All three products contain lanolin.



Kenneth Knox, a technician in our quality control laboratory, is thinking about *your needs* as he works . . . not just about an order number. Of course, he pays careful attention to specifications; but as he does his testing, he is not working with numbers . . . so much as with an individual who has a specific need. He knows exactly who is ordering the white oil being processed . . . knows exactly what it will be used for . . . knows a dozen little things about the "personality" of the order which never show up on specifications sheets.

What is true of Kenneth Knox is true of all key workers at Penn-Drake—and because of that, our customers get better, individualized products and service.

Penn-Drake White Oils are produced in a complete line of U.S.P., N.F. and technical grades—with regular or custom-refined specifications. With them you are assured of absolute purity . . . perfect uniformity from order to order . . . and a product which is refined specifically for your needs.

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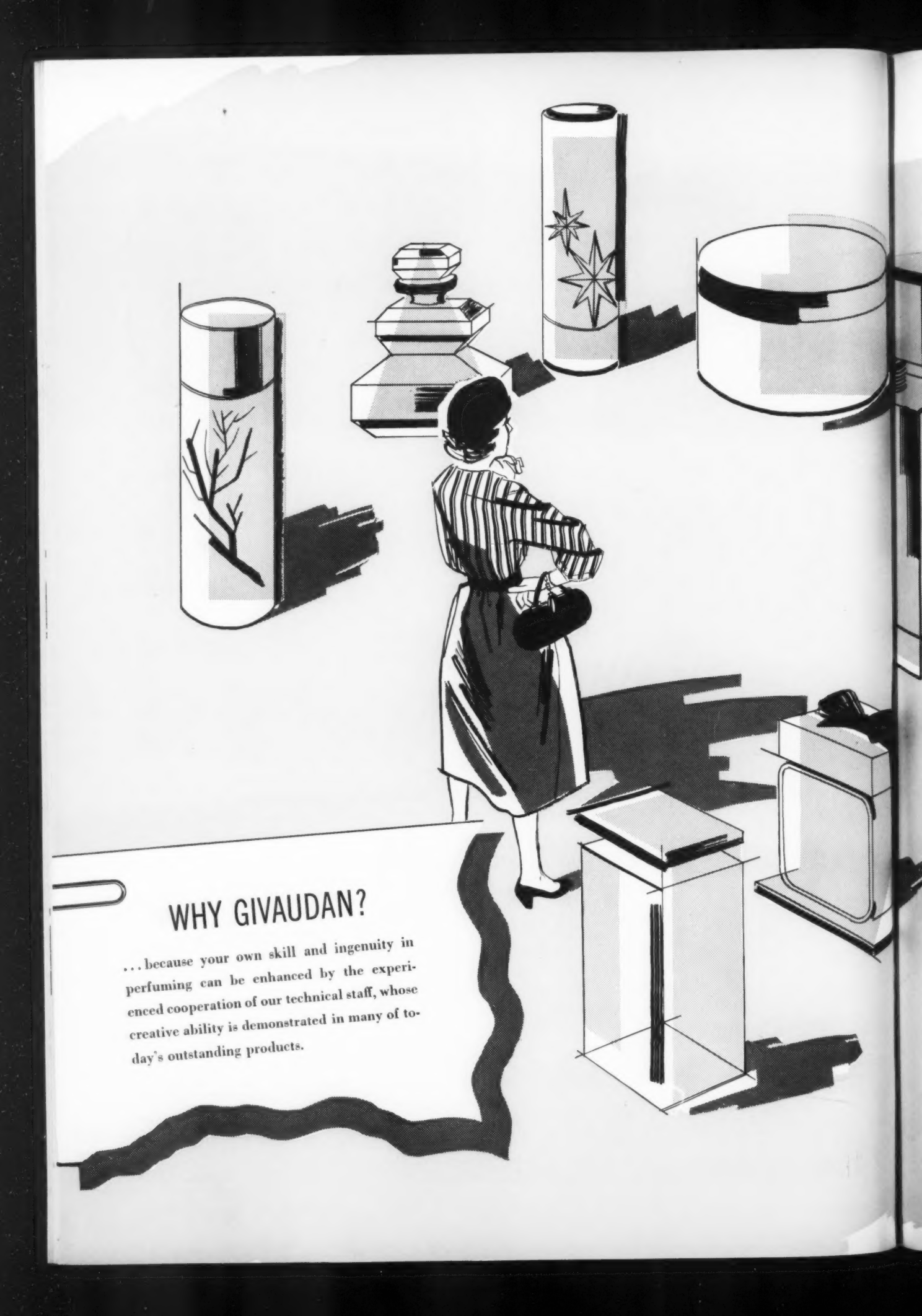
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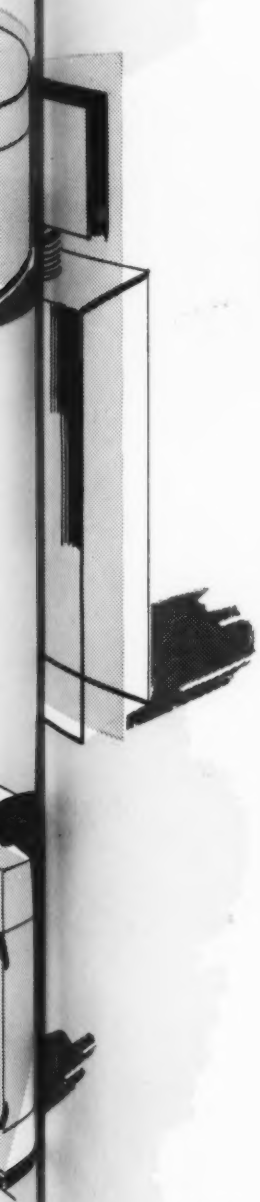
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WHAT THE RETAIL BUYERS REPORT

Trend in Special Promotions Downwards; Heavy Mother's Day Sales Expected

JEAN MOWAT

Chicago—"Bonus" table buys have been the talk of the trade during the past six weeks, but the "bonus" sales have not kept pace with some recent years.

Part of this is attributed to some of the leading manufacturers who have decided to discontinue the sale of specials at any time during the year. The store representatives of these houses are being kept busy saying "I'm sorry, Madam," but we do not have any special item on sale this spring."

Taking the cosmetic bull, literally by its sale price horns, main aisle tables have featured these specials, leaving the department as a whole with fresh new merchandise, well displayed, and often with a reprint of an article from a consumer publication praising the product. This has been a sure way to up sales.

One of the leading lines of finer creams had a week's special promotion. Normally a month, the time limit was reduced to one week. It was scheduled as a one-time offering, and customers who asked about the sale in advance were informed they could place an order now and it would be sent as soon as the sales' price would become effective. This is a new slant on the special sales' price with widespread implications.

Mother's Day

Throughout all stores in the Middle West, and this is true for department, specialty and drug stores, Mothers' Day sales surpassed those of Christmas the past two years. This May is not expected to be an exception. While colognes lead the list, perfumes are higher in the scale than at Christmas. More lavender, violet and lilac are sold than any of the sophisticated fragrances. Yet the latter met with good demand among the younger matrons.

Packages that are truly "spiffed" are chosen for the extra cost on these is considered part of the gift. Where the two-for-one item is offered there is more than usual interest and plans now on foot call for extensive window display, advertising and department presentation.

When several buyers were asked to compare Mother's Day selling with Easter sales, there was a shrug of shoulders. "No comparison, the former are so heavy that it is a first Christmas for us." Featured are travel kits in all price brackets, with emphasis on $10-$25 price range.

Super-fatted soaps, delicately perfumed, and in a variety of colors are a strong item that will be given a lead position. Equally as important are the "luxury" bath oils and water softeners.

Some of the leading stores in the area plan to have clinics. As there is now a charge of $1 or $1.50 to limit attendance and to give more personal aid to the woman who really wants it, rather than to offer a place to rest after a shopping tour, a gift of such a ticket with an added sum for the purchase of recommended items is considered by one store as a method of building good will and new customers.

"Mother's Day can be just what a store makes it," was the comment of a Detroit buyer. "If you want to really show a sales' gain for the beginning of the second quarter stress Mother's Day," said a Chicago buyer.

Advertising Stresses Creams, Deodorants, Hair Goods; Market Turning More Brand Competitive

JEAN ROBERTS

Dallas—Although cosmetic departments did devote some display and advertising space to Valentine's Day, the amount was not spectacular. The big spring promotion in Dallas is Mother's Day. Easter and Valentine's Day are more or less interim splashes.

On the whole, packages with the Valentine's wrap already taken care of by the manufacturers, were the top sales items. The ones under five dollars were the best sellers.

Business was slightly off in February, but then department store business as a whole was somewhat sluggish. Chain drugs, specialty stores and department stores alike report that the market is becoming more competitive, not so much dollarwise as brand wise.

Promotions

Television is making itself felt. Cosmetic items which are being pushed by national or local shows keep on the best seller lists. Clerks mention that customers often name a program when ordering an item. Some of the chain drugs have tied in with these national shows by using cards with the program's name in connection with the item. Department stores have done little of this. Clerks in the drug stores were not sure about how much good these tie-in cards do.

They're still talking about the success of Revlon's "Fire and Ice" campaign. This catchy promotion sold lots of merchandise in Dallas. Neiman-Marcus is keeping this promotion alive by tieing in with the new Revlon lipstick, "Indelible Creme" to be had in all the "Fire and Ice" shades. Ads tell what shades to wear with various colors in clothing. Ads themselves are black and lipstick red using the catch line, "the new Revlon lipstick is here to stay."

Neiman's believes it is an important function of all cosmetic department clerks to know what shades of cosmetics go with certain colors in clothes and certain hair and complexion shades of customers themselves. This kind of instruction is constant.

Sale merchandise has been well featured in recent weeks with Tiche-Goettinger's promotion of Coty specials doing well. Tiche's also showed good results with its two for-the-money sale of the Dorotry Gray Lipstick Duo, and Helena Rubinstein and Dorothy Gray hormone creams.

IMAGINATIVE FLORALS BY D&O

The fresh, lilting fragrance of the floral perfume has accounted for a centuries-old popularity, as alive today as it was during the fabulous reign of the Caesars. To the manufacturer of extracts and toilet waters, seeking a gay, graceful bouquet base, D&O offers with pride these fine floral favorites.

AZURELEA 115*—Fresh, lilting floral mood is captured in this combination of flowers from gardens, shrubs and fields. $20.00 per pound.

CADENZA 115*—A brilliant, agile scale of floral notes. Aldehydes skillfully produce popular modern effects. $48.00 per pound.

BELLO 40-R-2792*—The spicy notes of the carnation subtly modified with narcisse and jasmin tones. $28.00 per pound.

STELLAR 40-R-1862*—An intensely floral fragrance in which is suggested the heavy, luxurious scent of gardenia. $40.00 per pound.

**Trial quantities and specific recommendations on request.*



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Home Permanents Slump, Pre-Easter Rush Expected; Treatments, Valentine Gifts Sales Lift Volume

MARY LINN WHITE

Cincinnati—There was a large slump in the home permanent business, compared with the boom of the pre-holiday season, but special events in treatments as well as a few tricky Valentine gift items made the month satisfactory at the cosmetics counters in this area. Just for the record, Toni, Pert, and Lilt were favorites for the home-curl girls, while Helena Rubinstein's relatively new product was making a good showing. The extreme convenience of the latter, as well as the manufacturer's good name and nation-wide advertising, will make it a bidder for first place when the pre-Easter rush for curled coiffures matures.

As for national advertising, the most notable result of it here was the jump in sales of Lanolin Plus since Arthur Godfrey started plugging for it. Shillito's reported it walked out from the day he first mentioned it, though local advertising hadn't proved too successful in the past.

Another proof of the payoff of promotion was a demonstration in the drug department at Shillito, where a woman drew a large, constant and buying crowd of watchers as she showed the use of Charles Antell's hair preparation. It proved to be the most successful demonstration in the city in some time.

Successful Specials

Specials which were moving include Rubinstein's hormone twins (this is probably the fifth straight month that cosmetics sellers have seen fit to give it special mention), Dorothy Gray's lipsticks at two-for-a-dollar, Houbigant's cream sachet and toilet water combination, Lucien Lelong's cologne, a discontinued scent, at less than half-price, Hazel Bishop's liquid rouge with lipstick, and Tussy's new combination packages in eight variations of cleansers and treatments with savings to the customer of ⅓ to ½. Ditto for Rubinstein's similar deal called "Daily Double."

Though the winter was mild, treatments were much called for, including items for the hands, such as Arden's Hand Lotion, Revlon's Aquamarine Lotion with Soap, Ayer's Hand Cream (Mabley and Carew), and Revlon's moisture-containing Night Lotion.

New Orleans Ties in Perfumes with Carnival; Seasonal Specials Selling Well

LEE MCKENNON

New Orleans—It's Carnival season in New Orleans with balls presenting elaborate pageants depicting famous operas, famous rulers, famous paintings and, this year, famous perfumes. Nothing could emphasize more graphically how important perfume is to the New Orleans woman than a carnival ball with perfumes as the theme. One of the leading department stores supplied, free of charge, Stradivari perfume which was sprayed through the air-conditioning system drenching the huge municipal auditorium with its odor. The queen of the ball was dressed as Crown Jewel and the remainder of the court represented Intoxication, Straw Hat, Indiscreet, Aquamarine Mist, Daughter of Eve, Toujours, Toi, Blue Grass, Command Performance, Bond Street, Red Lilac, No. 5, Christmas Night, Chantilly, Evening in Paris, Tabu, White Shoulders, Shalimar, Nostalgia, Golden Chance, and Shocking. The dukes in the court represented Jade. The buyer who furnished the Stradivari says her perfume sales have zoomed—with many women asking for "that perfume used at the ball" and others coming for the various perfumes depicted.

Buyers are again extremely enthusiastic about the sales which manufacturers offer this time of year. The buyer of a large department store says she has had excellent results with Revlon's Aquamarine Lotion and Soap both for $1.00; Ardena Hand Lotion in its popular squeeze bottle with guest soap for $1.25, 4 oz size, and $2.00 for the 8 oz size; Dorothy Gray's half price sale on lotions; Lucian Lelong's $4.50 cologne for $1.95. Other cosmetic departments report fine results on Harriet Hubbard Ayer hand cream, regular $2.50 size for $1.00; Houbigant Quelques Fleurs hand lotion and body powder packaged together for $1.00; Lentheric Powder Pac and Sheer Beauty Foundation special for $1.25; and Cheramy April Showers deodorant powder with deodorant stick, both for 75 cents. Buyers agree that in addition to a nice sale business, they pick up many new customers who come in throughout the year for repeat sales.

Buffalo Sales Take Sharp Dip

MAGGIE FLEMMING

Buffalo—Toiletries volume in all the downtown department stores has slumped to an all-time low. The matter accounting for the fact is still stalking the city—unknown, unrecognized, and therefore unapprehendable. The depths to which toiletries business has fallen far exceeds the slump which occurred in Buffalo at this same time last year. But at least, that performance could account for itself by food costs having suffered a week-by-week increase over a period of a month.

This year's "branigan" cannot take advantage of this same explanation. In the past six weeks food prices have been reduced considerably, especially in the butter, eggs, and meat category. To further confound the confusion, Buffalo's weather has been predominantly mild, extremely unseasonal . . . the type which should have all the housewives downtown in droves. And they were downtown, but toiletries items were on very few of their lists. The solution to this mystery has not yet been discovered.

At Oppenheim & Collins, Coty's Body Beautiful was the only item that could claim much movement. Activity at Flint & Kent was confined to cleansing tissues and soap—Wrisley's 5 cakes for $1.25, and Ann Haviland's annual reduction sale, the $4.00 package being offered at $2.00, and the $2.00 size available at $1.00. There had been no special promotions at the Wm. Hengerer Co. this past month, and no encouraging performance by any particular items. Even such a standard volume item as Tussy's Wind and Weather lotion was off . . . due to the weather being off.

When queried buyers said that Valentine Day was having absolutely no effect on the cash registers of any of these stores, and were pinning thir hopes on a last minute improvement in the gift-packaged items and bulk perfumes.

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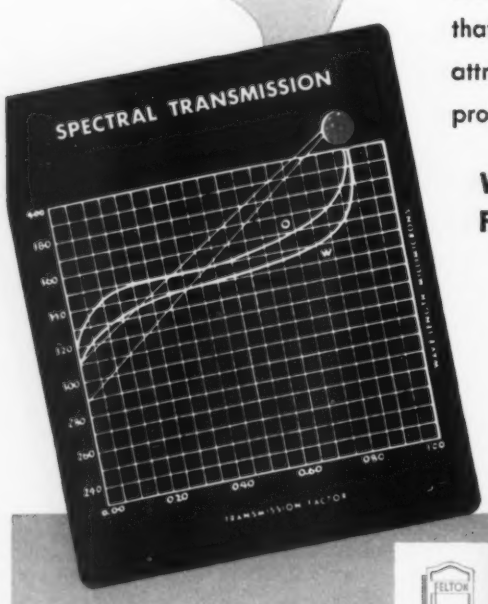
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New Products and Developments

New 90 Deg. X-ray Spectrometer

The new 90 degree X-ray Spectrometer is designed specifically for spectrometric work and provides a useful analysis tool in research as well as for production control according to the North American Philips Co. Inc. Full details about it will be sent on request.

New Monthly News Service

To meet the need for a monthly newsletter the Harold Hutchins *Monthly News Round-Up* has been announced by that alert observer and commentator. The new monthly newsletter is scheduled to appear April 1 and will be a recapitulation of the same news that has made the weekly newsletter widely popular. The cost of the monthly newsletter is $10 annually.

Bulb Electronic Deodorizer

The new Rid-All; Double Bulb Electronic Deodorizer which is claimed to deodorize spaces up to 1,800 cu. ft. is announced by the Abbeon Supply Co. According to the description of the unit, the Westinghouse odorout bulbs emit light rays on a wavelength that makes the oxygen in the air become ozone. When this ozone comes in contact with an odor it combines with it and is said to oxidize the odor completely and the air returns to its original state with no residue of artificial odor. The unit is supplied ready to plug in including bulbs. It weighs two pounds and sells for $7.50.

Photoelectric Counter

A completely packaged, easily installed general purpose photoelectric counter is announced by Photoswitch Inc. One or more electric counters containing the counter face and reset knob may be placed at any convenient location and wired to the control. Remote counting is thus readily obtained.

New Seamless Capsules

A capsule having a thin, one piece, seamless shell is produced by a new method developed by Gunnell Capsulations Inc., according to that company. It requires from half to three quarters less shell material than conventional capsules thus giving greater solubility which is of prime importance in using capsules containing peppermint, lemon and other oil flavors. The capsules are made by a flotation process using no dies, and range in sizes from ½ to 15 minims. Present production includes capsules of essential oils, medicament, vitamin, deodorant and perfume oils.

Rapisonic Homogenizer

The ultra vibration technique of producing emulsions or dispersions employed in the Rapisonic homogenizer is faster and more effective than anything heretofore conceived



The resonant bell which concentrates the vibrations

according to the American Ultrasonics Co. The output is stated to be 5 to 7 gallons per minute or 300 to 420 gallons per hour. In addition to faster emulsification the makers state that there is less power consumption, less emulsifications are needed and the initial cost is less. It is light and easily portable. Clamping it on the side of the mixing vessel is readily done. Emulsification is effected by the blade which vibrates at its own frequency in the liquid stream. Cavitation is taking place continuously in the volume swept out of the vibrating blade. This causes violent molecular acceleration in the medium passing over the blade and in effect minor local explosions take place continuously. Resultant pressures of 30,000 lbs. per sq. in. are released locally while the actual pressure at the pump is 150 to 250 lb. per sq. in. giving this dramatic effect. The vibrating element and jet form are enclosed in a resonant bell which concentrates the vibrations and ensures that the velocity of the jet across the blade is maintained regardless of whether the vibrating element is submerged or above the level of the liquid. Full details about the new homogenizer will be sent on request.

Supermarketing Aid

The entire marketing operation for manufacturers desiring to sell their products through supermarkets is taken over by the Alan Radcliff Co., a new marketing agency specializing in getting lines into supermarkets.

Ambrettolide ABR

Ambrettolide ABR which is being manufactured in commercial quantities in England, possibly for the first time, by A. Boake Roberts & Co. Ltd. is being introduced to the perfumery trade. It is a colorless, viscous liquid with a powerful musky-floral odor. It is cyclohexadecenolide, belongs structurally to the group of higher macrocyclic compounds and is chemically and odorously related to muscone (3-methyl cyclo pentadecanone), the odoriferous principle of natural musk. As it is prepared synthetically it does not suffer from animal by-odors which are sometimes found in musk extract. Its advantage, the company points out, lies not only in its pronounced sweetish musk note but in its ability to enhance and intensify other odors. In addition to this it is stated to have excellent blending and fixing properties. Further details about this interesting product will be sent on request.

Plastic Packaging Materials

New laminated plastic packaging materials for liquids, creams and powders are now available to manufacturers from the Arvey Corp. They are claimed to be very practical for sampling and resale packaging.

Trade Literature

Why people buy in drug stores and why they buy in grocery stores are covered in the survey by Drug Topics "Here's How The Druggist Can Make More Money in 1953." Copies are sold for 20 cents each.

Estimates of production for 1955 and 1975 of synthetic organic chemicals assembled from the five volume report of the Materials Policy Commission, June 1952, are now available in booklet form from R. S. Aries & Associates.



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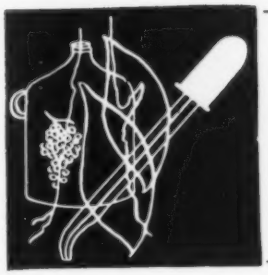
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Flavors



Nomenclature of Flavoring Synthetics

The difficulties and problems resulting from the lack of uniformity in naming and indexing synthetic flavoring compounds is discussed. . . . Use of cross references advocated.

MORRIS B. JACOBS, Ph.D.

IN a previous article in the Flavor Section of the American Perfumer, various aspects of the nomenclature of flavor chemicals were discussed by your flavor editor. In particular objection was made to attempts to change the terms caproyl in favor of hexanoyl, caprylyl in favor of octanoyl, and capryl in favor of decanoyl as advocated by Dr. Austin M. Patterson, the well-known authority on chemical nomenclature, in *Chem. Eng. News, 30,* 1455 (1952). In addition the names of the enanthates, the use of the name bourbonal in place of the incorrect term, "ethylvanillin," and the spelling of coumarin were discussed.

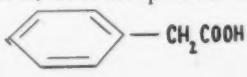
In the United States the system adopted by the American Chemical Society and by *Chemical Abstracts* is most often the system used. Unfortunately this system has not been uniformly adopted and even when adopted is often ignored or used incorrectly. Some of these difficulties and problems as they affect the flavor formulator, flavor chemist and others interested in flavor synthetics will be considered in connection with the terms phenethyl and phenylethyl, phenylacetates and alpha-toluates, phenylglycidates, gamma-undecalactone, and heptine carbonate.

Phenethyl compounds such as, for instance, phenethyl alcohol, $C_6H_5CH_2CH_2OH$, and phenethyl acetate, $CH_3COOCH_2CH_2C_6H_5$, are relatively common aromatic compounds used in the flavor and perfume industries. In these industries these compounds are very often written as phenylethyl alcohol and phenylethyl acetate, or rarely but more particularly as beta-phenylethyl alcohol and beta-phenylethyl acetate. Often the names for these compounds are also written as phenyl ethyl alcohol and phenyl ethyl acetate. These last mentioned types of spelling should be abandoned since they are confusing. This is particularly evident in the case of phenethyl phenylacetate when it is written as phenyl ethyl phenyl acetate. Sometimes this is even written or printed as phenylethylphenylacetate, which is an entirely different compound.

In addition to the confusion resulting from the differences in spelling, there is also the difficulty in searching the literature for seldom are cross references carried for phenylethyl to phenethyl.

Phenylacetates

Many years ago the compounds presently termed phenylacetates were also called phenylacetates, that is, such compounds were considered to be esters of the phenyl derivative of acetic acid: Thus in the Decennial Index of *Chemical Abstracts* for 1907-1916, this compound was indexed under "acetic acid, phenyl—." When the campaign for uniformity of rules began to hold sway, the systematic name of alpha-toluic acid was adopted by *Chemical Abstracts* for this compound for here the compound is considered to be an alpha-carboxyl derivative of toluene rather than a phenyl derivative of acetic acid. This convention was continued for some 30 years from 1917 through 1946. In 1947, *Chemical Abstracts* went back to calling the compound in question phenylacetic acid.



This change was desirable since nearly everyone throughout this period had continued to call the compound phenylacetic acid anyway and it had the distinct advantage that it distinguished this compound from *o-*, *m-*, and *p*-toluic acids but it was very disconcerting to your editor who had, at the time of the change in 1947, just published *Synthetic Food Adjuncts* in which book he had tried to adhere to the *Chemical Abstract's* system and had thus used the term, alpha-toluic acid.

Gamma-Undecalactone

Gamma-undecalactone, so-called Aldehyde C_{14}, peach aldehyde is



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Albert Verley & Company's

Rosam

. . . a worthy substitute for the costly natural Absolute

Rosam is a remarkable achievement in synthesis. It has won a permanent place for itself in all forms of perfumery as a complete substitute for Absolute Rose de Mai. You can use it in your most significant formulas — alone or in combination with the natural product, without excessive cost burden — and with confidence that results are a credit to your perfumes and your prestige. Its price is just $25.00 a pound — especially noteworthy now, in view of the continuing high cost of Rose Absolutes, particularly Bulgarian Otto of Rose.

We suggest that you experiment with Rosam. Appraise its possibilities in your present compounds, or the new one you are now creating. Write today for working sample.

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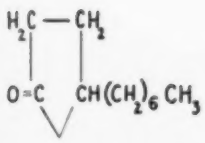
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AND COMPANY, Inc.

Headquarters for Odor Appeal

Synthetic Aromatic Products and Organic Isolates • Synthetic Flower Oils and Aromatic Bases • Bouquets and Finished Compositions.



a common flavor synthetic. Nevertheless the flavor chemist has a relatively difficult time searching the literature for data concerning this compound. Thus *Chemical Abstracts* does not index this term and unless one knows that gamma-undecalactone is theoretically a derivative of hendecanoic acid he is virtually lost using this reference source. For example in the 1937-1946 Decennial Index of *Chemical Abstracts,* this compound is only listed as "hendecanoic acid, 4-hydroxy, gamma-lactone" despite the fact that in 3 of the four references cited, only the term gamma-undecalactone is used in the abstract, itself, and in the fourth the term, gamma-hendecanolactone is used.

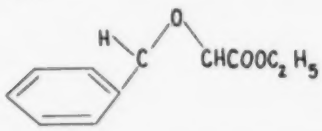
There is a further complication in that before 1937, that is for example in the 1927-1936 Decennial Index, the change from "un" to "hen" and from "decylic" to "decanoic" had not yet taken place so that gamma-undecalactone is indexed as "undecylic acid, gamma-hydroxy, lactone."

Beilstein does carry the term, gamma-undecalactone but lists as preferable undecanolid-(4.1) and gamma-*n*-hepty-butyrolactone.

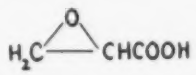
A common industry-wide term such as gamma-undeclaactone should rate a cross-reference.

Phenylglycidates

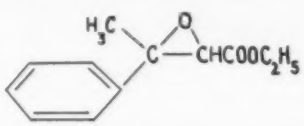
The nomenclature of the phenylglycidates is another example of the difficulties encountered by the flavor chemist. The so-called Aldehyde C_{16} or strawberry aldehyde belongs to this group of compounds. *Chemical Abstracts* is not consistent in its indexing of such compounds. For example, the compound usually found named in the flavor literature as ethyl phenylglycidates or ethyl beta-phenylglycidate:



is indexed in the ester inverted form of *Chemical Abstracts* as the beta-phenyl derivative of glycidic acid:



On the other hand, the very closely related compound, both chemically and from a flavor point of view, ethyl methyl-phenylglycidate, or more particularly, ethyl beta-methyl-beta-phenylglycidate:



is indexed as a derivative of hydrocinnamic acid (phenyl-propionic acid), again in the inverted ester form as "hydrocinnamic acid, alpha, beta-epoxy-beta-methyl, ethyl ester." There is fortunately a cross-reference from glycidic acid derivatives.

Beilstein lists ethyl phenylglycidate in each instance as the ethyl ester of beta-phenylglycidic acid (beta-phenylglycidsäure), alpha-phenylethylene oxide-alpha' - carboxylic acid (alpha-phenyl äthylen-oxyd-alpha' - carbonsäure), and alpha.beta.oxido - beta - phenylpropionic acid (alpha.beta.oxido - beta - phenylpropionsäure). There are analogous names for the ethyl methylphenylglycidate in Beilstein.

Heptine Carbonates

Frequently the flavor chemist and formulator comes across flavor compositions and perfume formulations in which one of the ingredients listed is methyl heptine carbonate, $CH_3(CH_2)_4C{:}\,CCOOCH_3$, or methyl octine carbonate, $CH_3(CH_2)_5C{:}\,CCOOCH_3$. There is no difficulty in purchasing these ingredients under these names from firms dealing in aromatic chemicals but when searching the literature, thought must be given to the systematic names for these compounds.

The name accepted by *Chemical Abstracts* for the compound commonly termed methyl heptine carbonate is methyl octynoate and this name is indexed as "octynoic acid or 2-octynoic acid, methyl ester." In the text of the abstract the name for the compound is often given as methyl heptyne carboxylate.

In *Beilstein,* this compound is listed as octin-(2)-säure-(1) methyl ester and as alpha-heptin-alpha-carbon-säure, methyl ester.

The homologous compound methyl octine carbonate is indexed as nonynoic acid, methyl ester and also is found in the literature as methyl nonynoate and as methyl octyne carbonate. The German literature carries names corresponding to the preceding paragraphs.

The naming of other esters with an acetylene linkage follows a similar pattern.

The difficulties in the adoption of any system of nomenclature or coding are great but it appears from some of the examples given above that cross-references to terms commonly used in industry might well be used more generously.

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THERE'S *Design* IN FRAGRANCE TOO!

It is by brilliant design as well as imaginative artistry that a perfume meets with success in today's market.

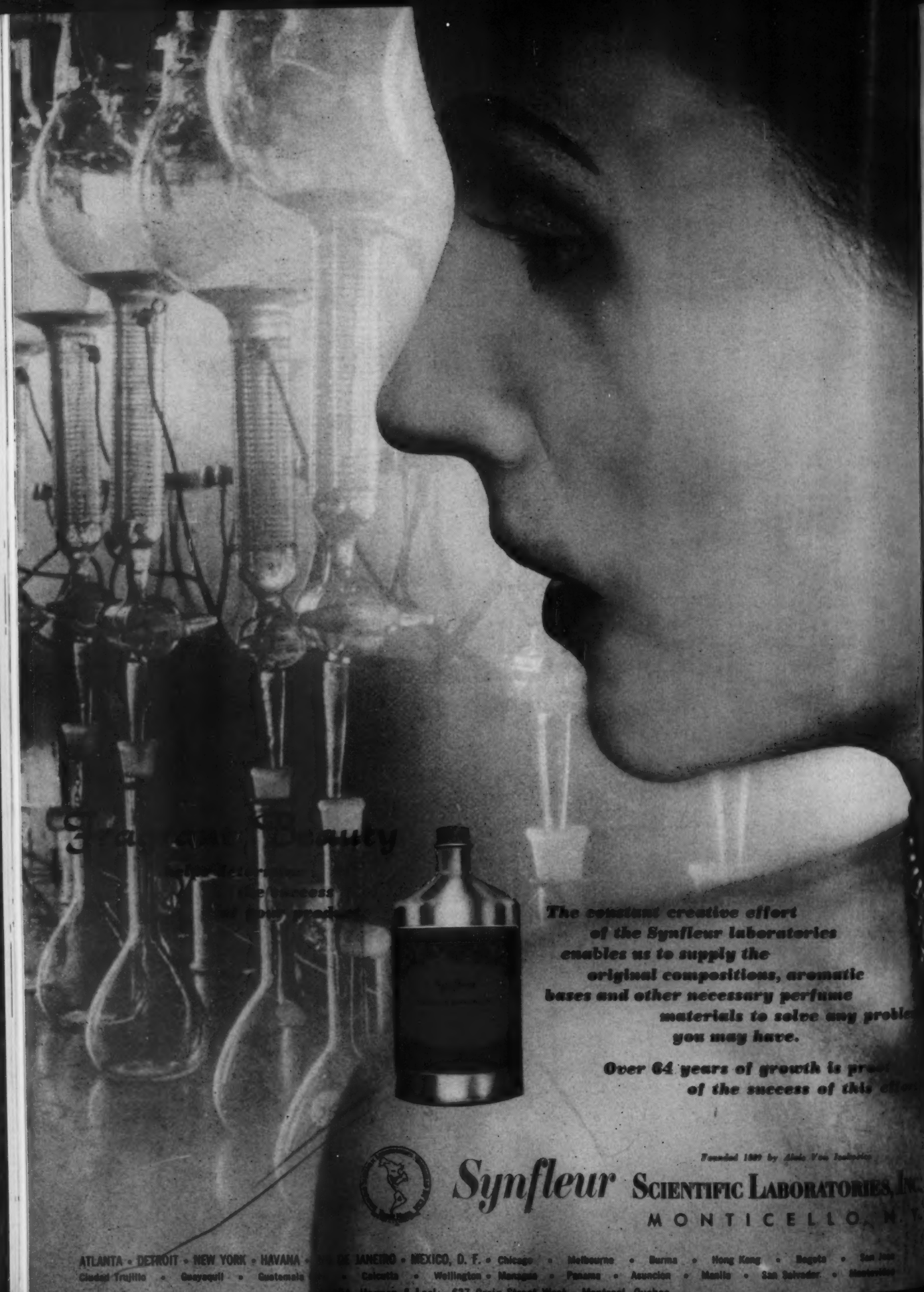
The master perfume chemists of van Ameringen-Haebler, Inc. know markets, know perfumes, and are skilled in the creative arts of perfumery. Their guidance can help you design your next success.

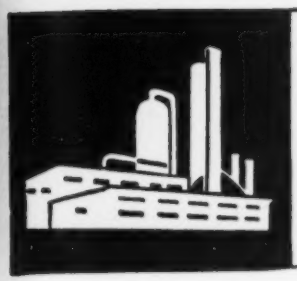
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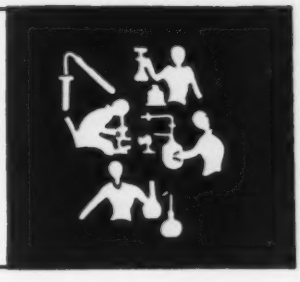
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materials to solve any proble
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Soaps



Soap Floor Cleaner Requirements

PAUL I. SMITH

THE first essential of any really popular cleaner is economy, that is, it must be capable of giving genuine satisfactory results when diluted to an appreciable extent, say a cup of soap to a pail of water. Furthermore, particularly for institutional use the liquid cleaner must be an all-purpose product able to surmount hard-water and temperature change barriers. In addition, liquid soap cleaners need to conform with the following general requirements:—

(1) They must not separate, jell or harden at sub-zero temperatures.

(2) They must give a rich cleaning lather even at high dilutions.

(3) They must have no deleterious effects on all floor and wall surfaces including rubber, mastic, linoleum, polyvinyl chloride, wood, painted or varnished surfaces.

(4) They must be easy to rinse with cold water.

(5) They must be free from any objectionable odor and have no harsh effects on the hands.

One objection to some commercial floor cleaners is that they deposit a greasy and slippery film on the floor which creates a hazard. It is important to prevent this by incorporating an emulsifying and wetting agent able to dissolve surface deposits and to cut through oils and greases.



Paul I. Smith

Soap and Synthetic Detergent Sales Up

SOAP and synthetic detergent sales for the year 1952 were up to 2½ per cent over 1951 according to the quarterly sales census conducted by the Association of American Soap & Glycerine Producers, Inc. Ninety-three manufacturers representing a very substantial portion of the industry's volume reported soap and synthetic detergent sales for 1952 totaling 3.40 billion pounds compared with 3.31 billion sold in 1951. Sales for the last three months of 1952 were 6½ per cent above the last quarter of 1951 but were 6 per cent under sales for the third quarter of 1952.

Reported sales of soaps only, solid and liquid, for the year amounting to 1.87 billion pounds were 9.1 per cent under sales in 1951 of 2.06 billion pounds. Total synthetic detergent sales of 1.53 billion pounds reported for 1952 were 21.9 per cent above 1951 sales of 1.26 billion pounds.

Sales of solid soaps only for 1952 were 1.82 billion compared to 2.02 billion in 1951 off 9.5 per cent. Sales of solid synthetic detergents for 1952 were 1.48 billion compared to 1.22 billion in 1951, an increase of 21.7 per cent.

Liquid soap sold in 1952 amounted to 45.9 million pounds compared to 42.1 million pounds in 1951 up 8.9 per cent. Liquid synthetic detergents reported sold in 1952 totaled 49.6 million pounds compared to 38.2 million in 1951, an increase of 29.7 per cent.

Dollar sales of all soaps and synthetic detergents for 1952 compared with 1951 declined 4.4 per cent. Dollar sales of soaps only, solid and liquid, were off 18.5 per cent. Dollar sales of synthetic detergents were up 16.8 per cent.

Unilever Export Ltd. to Launch Soap World-Wide

Unilever Export Ltd. is launching a new toilet soap, Rexona, for world distribution. It is claimed to be "blended with Cadyl," described as a new compound of antiseptic and healing oils.

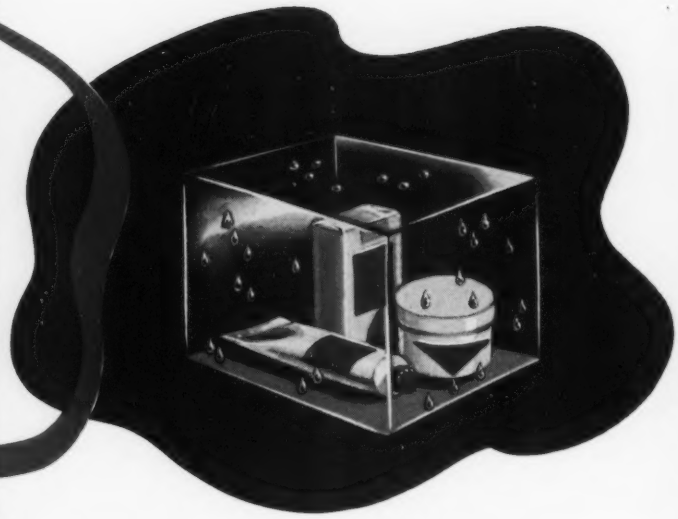
Self-Service Outlets Gain in Grocery Store Sales

Self-service outlets obtain 79 per cent of all grocery store sales, compared with 59 per cent in 1946, according to a study by Outdoor Advertising Inc.

Forums to View Merchandising Problems at Retail Level

Merchandising problems that must be faced by most sales and advertising executives at the retail level will be viewed at two "Merchandising Forums" on March 31 and April 2 during the seventh annual three-day Symposium and exhibit, sponsored by the Point of Purchase Advertising Institute at the Palmer House in Chicago.

BUY POLYOLS ON FACTS



Sorbitol gives permanent protection...



If you manufacture pharmaceuticals, cosmetics, foods, cork and tobacco products or glue specialties, the humectant you use has a profound effect on your product. Sorbitol is a more effective humectant because it is *permanent*. It will not disappear, because it is non-volatile. It will not decompose in use, or react with cold dilute acids or alkalies. Products conditioned with sorbitol gain greater consumer acceptance, because they have *lasting* protection against humidity changes.



...at lower cost

In the face of general inflation, the price of sorbitol has dropped continually since 1947 . . . while other polyols have fluctuated widely. This steady downward trend continues, as Atlas continues to expand and improve manufacturing facilities.

COMPARE ALL FOUR POLYOLS

before you buy . . . and select the one that proves superior on *every count*. Atlas offers complete technical information on sorbitol, and expert engineering service to help apply sorbitol in your specific product. Send for your free copy of "The Sorbitol Story," telling why sorbitol is the best buy in polyols.

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offices in principal cities

ATLAS POWDER COMPANY, CANADA, LTD.
BRANTFORD, CANADA



NEWS and EVENTS

F.T.C. Division Considering Chlorophyll's Action

Chlorophyll's effectiveness as a deodorant and its therapeutic value in proprietary products is being considered by the Divison of Medical and Chemical Opinions in the F.T.C. Data had previously been assembled at meetings with industry officials.

T.G.A. to Charge $2 Fee for Attendance at Meetings

For the first time, the T.G.A. will level a $2.00 per person fee for those attending meetings during its 18th annual convention, May 12, 13 and 14 at the Waldorf-Astoria Hotel in New York. Attendance of suppliers and other firms in the Associate Member classification will be limited to actual Associate Members of the T.G.A.

Mennen Co. Enters Ninth Fair Trade Suit Against Schwegmann

The Mennen Co. has entered a fair trade suit against the Schwegmann Brothers giant supermarket, ninth firm to have done so. Meanwhile, permanent injunctions have been issued by Federal Judge J. Skelly Wright against the concern in behalf of Personal Products Corp. and Johnson & Johnson, and motions for preliminary injunctions have been granted in behalf of Mathieson Chemical Corp. for its E. R. Squibb & Sons Div., Lever Brothers Co., and Sterling Drug. Still pending are suits by Colgate-Palmolive-Peet Co. and Bristol-Myers.

An initial permanent injunction issued by the New Orleans Federal District Court restrained the concern from selling Eli Lilly & Co. products at below the fair trade minimum, but the court suggested that perhaps the real purpose of fair trade acts "is not to protect the good will of the manufacturer, and that price-fixing under these acts is not an appropriate means to that perfectly legitimate end, but is in fact an end in itself."

J. L. Cassullo Elected Dodge & Olcott, Inc. President

At a special meeting of the Directors of Dodge & Olcott, Inc., the following officers were elected:

John L. Cassullo as president to fill the post created by the death of Joseph F. Rudolph, and R. V. Behrens as treasurer replacing Mr. F. H. Kirn, resigned.



John L. Cassullo

Fred H. Leonhardt, Jr., secretary, was appointed also vice-president in charge of production and research, and L. Young was assigned the newly created post of assistant treasurer.

Other Officers of the corporation are: V. H. Fischer, first vice-president, and C. O. Homan, vice-president in charge of sales.

Delaney Bill Action Seen Delayed

Action by the House Interstate and Foreign Commerce Committee on the Delaney bill, is expected to be delayed until Rep. A. L. Miller, Nebraska Republican, introduces a bill on the same subject. The bill introduced by Rep. James J. Delaney would prohibit interstate shipment of any cosmetic chemical until it had been approved on a safety basis by the administrator of the Federal Security Agency.

F.T.C. Letter Specifies Permissible Lipstick Claims

Approximately 25 manufacturers of long-lasting lipsticks have been sent letters by the FTC requesting them to avoid advertising their products as indelible, smear-proof, and non-smear, although they may indicate that such items are longer-lasting or less likely to smear than other products. The Division of Trade Practice Conferences recently concluded from a study that the products did not meet the advertised claims.

A.D.A. Council Attacks Dentifrice Claims

The Council of Dental Therapeutics of the American Dental Assn. has attacked claims of special protective or curative qualities for any dentifrice now on the market, on the basis that claims are unsubstantiated.

Toiletry Sales 10.6 Per Cent of Total Drug Store Sales

Toiletry sales constitute 10.6 per cent of total drug store sales, with the average sale adding up to 75 cents, according to a survey by The National Assn. of Retail Druggists.

Seven Cosmetics Producers Receive Management Award

Seven companies which manufacture cosmetics have been awarded Certificates of Management Excellence for the year 1952 by the American Institute of Management, New York: Bristol-Myers Co.; Chesebrough Manufacturing Co.; E. R. Squibb & Sons, and Sterling Drug, Inc., all of New York; Colgate-Palmolive-Peet Co., Jersey City; Johnson & Johnson, New Brunswick, N.J., and The Procter & Gamble Co., Cincinnati. All obtained the A.I.M. award for the third consecutive year.

Government Agency Defines "Small Business"

The Small Defense Plants Administration has prepared a list indicating that a toilet preparations producer is considered "small business" if it employs no more than 300 employees, the N.B.B.M.A. reports. According to the agency, such firms account for 32 per cent of the industry's entire production. A soap and glycerin product is considered "small business" if it employs no more than 1000 employees; such firms produce 15 per cent of the industry's total output. A beauty and bar shop equipment manufacturer is considered "small business" if it employs no more than 175 persons; this classification produces 33 per cent of the total amount of beauty and barber shop equipment manufactured.

Survey Shows Drug Store Aerosol Sales

Hair lacquers in aerosols constituted 32 per cent of the drug store sales of these items in 1952; personal deodorants in aerosol containers, 26 per cent, suntan sprays; 19 per cent, colognes and perfumes, 13 per cent; sunburn and other burn preparations, 12 per cent; hair shampoos, 9 per cent; and room deodorants, 34 per cent, according to the sixth annual aerosol market survey by "Kinectic" Chemicals Div. of E. I. duPont de Nemours & Co.

Colonia, Inc. to Handle House of 4711 Imports to the U.S.

The first imports of House of 4711 products to the United States after a lapse of more than ten years consists of the Blue and Gold 4711 Eau de Cologne and 4711 Tosca Eau de Cologne. Future plans include the importation of many of the 4711 products.

Richard Stern, former president of Ferd. Mulhens, Inc., has been appointed president of Colonia, Inc., New York, which is the sole representative in the U.S. of the original House of 4711, Cologne on Rhine, Germany. Offices are located at 509 Fifth Avenue, New York.

According to Mr. Stern, "Only products imported from Cologne in a finished form or assembled from the secret essences, furnished by the Cologne House rightfully bear the '4711' trade mark. In this country these products will be identified by a red sticker which carries the words 'Genuine 4711' as a guarantee for the original product."



Helena Rubinstein, who is currently on a two months' visit to her factories in France, England and Switzerland, is seen off by her husband, Prince Artchil Gourielli.



Nell Owen, winner in the Colgate-Palmolive-Peet Co. beauty contest for school teacher over the "Our Miss Brooks" radio program, is presented with Colgate articles by Frank Bettin, Dallas district manager. Miss Owen teaches drama and voice in Dallas, Tex.

American Management Assn. to Hold Packaging Conference

The 22nd National Packaging Conference and Exposition of the American Management Assn. will be held April 20-23 at the Navy Pier in Chicago.

Japanese Ambassador Visits "Naarden"

N. V. Chemische Fabriek "Naarden," Naarden, Holland, was recently visited by His Excellency S. Okamoto, Japanese Ambassador, accompanied by his wife. He was welcomed by W. A. Van Dorp, managing director, and C. Uriot, export-manager for the Far East, and K. Asoh, manager of the liason-office in Japan; he was conducted through the production departments by J. W. Duym.

Fragrance Foundation to Hold Fourth Annual Convention

The Fourth Annual Convention of The Fragrance Foundation will be held on April 16 at the Hotel Plaza, New York. The Convention will open at 10:15 A.M. with an address by the Foundation's president, Samuel Rubin, president of Faberge, Inc.

Joseph Danilek, president of Mary Chess, is chairman of the convention committee. Serving with him are Paul Carey, general manager of Tussy Cosmetiques, M. J. Middleton, sales manager of Parfums Ciro, and Thomas Haire, publisher of Haire Publications.

Reservations may be made through the office of The Fragrance Foundation, 1 East 53rd Street, New York 22, N.Y.

Attacks Delaney Proposals for Cosmetic Control

In an address before the Food, Drug and Cosmetic Section of the New York State Bar Association, February 20, the proposals of Representative Delaney were criticized by S. L. Mayham, executive vice-president of The Toilet Goods Assn., Inc. Terming the proposals to give the Food & Drug Administration life and death authority over the production of new cosmetics or the use of new materials therein, dictatorial, Mr. Mayham stated that such authority without provision for complete and adequate court review would be destructive of new enterprise in the field of cosmetics and contrary to the American philosophy of administrative law. He particularly criticized the definition of "cosmetic chemical" contained in the bill as lacking the clarity and precision essential to a proper criminal statute. Mr. Mayham suggested two minor changes in the present law which he believed would strengthen the measure and provide an answer to recent criticisms of its effectiveness.

Dow Chemical Co.'s Aromatics Sales Office Now In New York

The aromatics sales office of The Dow Chemical Co., formerly located at the company's Aromatics Laboratory in Jersey City, N.J., has been moved to 30 Rockefeller Plaza, Donald Williams, director of sales, announces. Edward A. Bush and William F. Meeks, are associated with the New York office sales staff.

MARCH
Sampler

NEW DUAL-USE COUPON
for
YOUR CONVENIENCE
for

1. ***Requesting Information or Literature***
2. ***Ordering Samples***

The handy coupon on the third page of the Sampler Section is divided in two sections. As you will see, one section is to be used *only* when further information and literature is wanted. The other section is for *ordering* Samples.

316—ACETATE SUR JASMIN

An excellent replacement for the Jasmin absolute in those areas where the inflated price has created marked problems in economy.

1 lb.—$65.00
4 oz. Sample—$20.00

P. ROBERTET, INC.
125 E. 23rd St., New York, N. Y.
N. Y. Office of P. Robertet & Cie, Grasse, France

317—AMBERGRIS W

Provides superior fixing and stabilizing qualities together with a fine deep amber note very close to that of genuine amber.

Per Pound—$28.00
1 oz. Sample—$1.85

SCHIMMEL & CO., INC.
601 West 26th St., New York 1, N. Y.

318—BEESWAX DERIVATIVES

A series of non-ionic emulsifiers making possible O/W beeswax-type cold creams containing no soap, so that pH of product can be adjusted to match skin, or as desired. Also useful in lotions, hairdressings, etc. Information and samples on request.

ATLAS POWDER COMPANY
Industrial Chemicals Dept., Wilmington 99, Del.

319—COFFEE ARABICA X 3270

A synthetic reconstruction of the genuine coffee flavor of unknown strength and tenacity. A ½-oz. to 1-oz. per 300 lbs. gives your finished product a real true-to-nature coffee flavor.

Trial pound: $20.00 postpaid

SLUYS ROCKFORD, INCORPORATED
Rockford, Michigan

Technical Abstracts

Dangers Involved in Dyes, Cosmetics and Permanent Wave Lotions Applied to Hair and Scalp. John Godwin Downing (Boston Univ. School of Med.). Arch. Dermatol. Syphilol. 63, 561-4 (1951). Patch tests with thioglycerol and NH_4 thioglycolate lotions were done on 223 subjects to observe the irritating and sensitizing action of these chemicals. The reactions to the thioglycerol lotion were severer, more prolonged, and more const. than those to the NH_4 thioglycolate lotion. Chem Abs. *46*, 21, 10456, 1952.

Cleaning Effectiveness of Dentrifrices. Grant van Huysen and Thomas M. Boyd (Indiana Univ., Dental School, Indianapolis). J. Dental Research 31, 574-81 (1952).—A dentifrice contg. insol. $NaPO_3$ as an abrasive was more effective than those contg. chalk, $CaHPO_4$, or $Ca_3(Po_4)_2$. Chem. Abs. *46*, 21, 10552, 1952.

The Preparation of Dentifyl (Chlorophyll) Toothpaste. Gunnar Hansen (Apotekerforeningens Kontrollab., Copenhagen). Arch. Pharm. Chemi 59,654-6 (1952).—This toothpaste contains polyglycerol monolaurate, $CaCO_3$, chlorothymol as a preservative, chlorophyllin, urea, and $(NH_4)_2HPO_4$. Glycerin caused a hardening of the paste, whereas 7% sorbitol in water was satisfactory in addn. to gum tragacanth. Chem. Abs. *46*, 21, 10552, 1952.

Cold Cream and Cooling Effect. H. E. Kleine-Natrop (Univ. Kiel. Ger) Fette u. Seifen 54, 208-11 (1952).—Temp. measurements on human skin showed that only O/W emulsions have a cooling effect; W/O emulsions had a warming effect. Chem. Abs. *46*, 21, 10532, 1952.

320—CYCLAMAL (Cyclamen Aldehyde)

The accepted raw material for the creation of Lily-of-the-Valley, Muguet and Lilac fragrances. Stable in soap, it is also used in the finest perfumes and colognes for its lasting quality and cleanness of aroma.

One Pound—$6.90
One Ounce—$0.50

VERONA CHEMICAL COMPANY
26 Verona Ave., Newark 4, N. J.

321—FLEURS DE LILAS

A very light and exquisite odor which reproduces faithfully the fragrance of lilac in full bloom. Usable in extracts, toilet waters and powders.

1 lb.—$8.00

FINE AROMATICS, INC.
76-04 37th Road, Jackson Heights 72, N. Y.

322—FORSYTHIA-VARLEY

New interpretation of this fresh harbinger of Spring. Delightful to use as a base on which to develop a new blend or can be used, as is, for cologne, creams, lipstick and other cosmetics.

$16.00 per lb.

ALBERT VERLEY & CO., INC.
Chicago, Ill.—New York, N.Y.

323—FOUGERE #12

Our Fougere #12 is a fresh delicate scent imparting a flowery and exotic note that is appealing and enduring.

1 oz. Sample—$1.00
$12.00 per Pound

FLORASYNTH LABORATORIES, INC.
1513-1533 Olmstead Ave., New York 61, N. Y.

✶ MARCH Sampler

324—HYDROXAL

An indispensable product in Muguet and Lilac perfumes—flowery—exotic—Ask for free sample and find out what it does.

$4.80 per Pound

NEW YORK AROMATICS CORP.
Highbridge, New Jersey

325—JACINTHAL

An acetal having great stability. It will not discolor or irritate the skin. Try it to give life and sparkle to your floral odors; use 1 to 5%. Particularly valuable in cosmetic fragrances.

One Pound—$16.25
One Ounce—$1.50

VERONA CHEMICAL COMPANY
26 Verona Ave., Newark 4, N. J.

326—JANINE
New Toiletries Fragrance

A new perfume oil concentrate whose rich, warm fragrance, high quality and long-lasting properties make it an outstanding value in popular-priced perfumes, colognes and cosmetics. A trial quantity will convince you!

2 oz. Sample—$1.50
1 lb.—$9.50

AROMATIC PRODUCTS, INCORPORATED
15 East 30th Street, New York 16, N. Y.

327—MUGUET ISOTROPE #25 $28.50 LB.

A fine outstanding specialty, based on one of our own unique chemical bodies, that faithfully simulates the illusive fragrance of the Forest Lily of France.

1 oz. sample—$2.00

FLEUROMA, INC.
38 West 21st St., New York 10, N.Y.

Aerosol Antiperspirant Studies. F. T. Reed (E. I. du Pont de Nemours and Co., Inc., Wilmington, Del.). Proc. Chem. Specialties Mfrs. Assoc. Dec. 1951, 37-41.—The soly. limits of several "Freon" fluorinated hydrocarbon propellents were detd. in Al chlorohydrate (I), chloride, and sulfocarbolate (II) solns. in H_2O and alc. Freon-21 and Freon-22 were the most sol. propellents tested, followed by Freon-11 and Freon-12 and a Freon-12-Freon-114 mixt. From the data presented, single-phase antiperspirant formulations can be developed and the soly. relations in 2-phase systems estd. In general, poor spraying characteristics were found with present values at the propellent concns. possible in these formulations, and, for most effective use, new valves for use at low pressure and perhaps new containers are needed. Corrosion tests showed that brass was not appreciably attacked by I or II solns., except when "Freon-11" was present in the formulation, A12S, A111ST, and steel were more or less severely and rapidly corroded by all the formulations tested. Vapor pressures developed by the antiperspirant formulations were approx. those of the pure propellents. Chem. Abs. *46*, 21, 10531 & 10532, 1952.

Cold-Wave Lotion. Albrecht Maier. Austrian 171,725, June 25, 1952. Thioglycolic acid or an equiv. material is brought to pH 9 by adding NH_3 in slight excess. The alk. mixt. is then dild. with a gelatin soln. Chem. Abs. *46*, 8816, 1952.

Hair-Waving Solution. Itaru Urata. Japan. 600 ('50). Feb. 24. The soln. is composed of 5-10% NH_4 or Na glycolate, perfume, and alkali to pH 8-10. Chem. Abs. *46*, 18, 8816, 1952.

328—MYSTINE
Sweet, Exotic, Woody Fragrance

An outstanding, new perfume oil concentrate for your perfume, cologne, toilet water, sachet and bath oil. Embodies all the sweetness, warmth and lasting qualities of today's most popular fragrances. Convince yourself!

2 oz. Sample—$1.50 **1 lb. $9.50**

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An excellent base for Oriental Bouquet which will be used successfully in many compositions.

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330—SNOW WHITE S. 900

Imparts to household soap, industrial soap and detergents, that fresh and classic fragrance which housewives identify with good soap.

Trial gallon: $14.00 postpaid

SLUYS ROCKFORD, INCORPORATED
Rockford, Michigan

331—SOUPIRE DE FEMME NOVILLE

An intriguing bouquet of refreshing lightness, based on VIOLETTE ANGLAISE NOVILLE. See March SAMPLER No. 329. Suggested for warm weather cologne.

1 oz. Sample—$1.50
1 lb.—$24.00

NOVILLE ESSENTIAL OIL CO.
1312 Fifth St., North Bergen, N. J.

✶ MARCH

Sampler

332—VIOLET 40-R-6000

A tenacious, flowery, full-bodied compound ideal for perfuming creams, soaps and shampoos at any reasonable cost level. It will not discolor—and possesses the quick-rising character so desired in such products.

1 ounce Sample—$.65
$9.85 per lb.

DODGE & OLCOTT, INC.
160 Varick Street, New York 14, N. Y.

333—VIOLETTE ANGLAISE NOVILLE

The sweet sachet note of a good perfume. Flowery and very lasting.

1 oz. Sample—$1.00
1 lb.—$16.00

NOVILLE ESSENTIAL OIL CO.
1312 Fifth St., North Bergen, N. J.

Products for Cleaning Containing Perfumes. Gill Corp. (A. H. Gill). U. S. 2,035,494, a. 8-12-33, g. 31-5-36. Powdered soap, sodium carbonate, borax or trisodium phosphate are mixed, in the dry state, with 0.2-0.5% of an anhydrous aldehyde or ketone bisulphite compound, for inst.: benzaldehyde, citral, citronnelal, hydroxycitronellal, cinnamic aldehyde, heptylic aldehyde, pulegone, ionone or methyl ionone. The presence of the perfume is made evident only when the product comes into contact with water.

Shampoo. Kosaburo Sagawa (to Kao Soap Co., Inc.). Japan, 2671 ('50), Sept. 12. A mixt. of 10% Na alginate paste 10, powd. soap 27, Na_2CO_3 9, bentonite 40, and acid clay 24 parts is dried to a powd. product or molded. Chem. Abs. *46*, 21, 10649 & 10650, 1952.

334—VIOLETTE PARMOL

A beautiful Violet with unusual qualities most suitable for blending in finest of Perfumery.

$40.00 per lb.

ALBERT VERLEY & CO., INC.
Chicago, Ill.—New York, N.Y.

SAMPLER FAN WRITES

I heartily approve of this "Sampler" idea of yours. I hope that you will continue the feature.

F. C. Quintana
Chief Chemist
Caligrapo Inc.

AMERICAN PERFUMER 48 West 38th Street, New York 18, N. Y.

1. MARCH SAMPLER

INFORMATION REQUEST FORM

Please have further information and literature sent on items as circled below.

316	320	324	328	332
317	321	325	329	333
318	322	326	330	334
319	323	327	331	

2. MARCH SAMPLER

ORDER FORM

Please have samples with invoices to cover sent on items circled below.

316	320	324	328	332
317	321	325	329	333
318	322	326	330	334
319	323	327	331	

NAME .....

FIRM NAME .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

Where Are the Violets?

From Our Grasse Correspondent

MARCH is the month of the violets. But where are they under the Provence Olive trees, the innumerable plantations which some years ago, supplied the Grasse factories? Yet a few lots, here and there, on which small quantities are collected, make bouquets for the flower shops. They remind the old peasants of Tourettes Vence, Le Tignet, Peymeinade and other villages that our region was at a time the center of one of the finest of the floral cultured for the Perfumery trade.

Violets live as a wild flower in our country, and among the several varieties existing, two have been selected and cultivated specially for the perfumery: the double violet of Parma and the plain Victoria, both also used for making Bouquets.

The Parma Violet (Viola Parmensis) is derived from the variety known as the four season Violet (Viola Odorata Semperflorens). Its most fragrant flowers have a long, grey-blue corolla. Its shiny leaves are of a grey green color.

The common odorous Violet was used later on by the Grasse factories: it is known as the "Luxonne" issued from a crossing between the Wilson and Czar (Russian Violet) varieties. It has been largely cultivated in the Maritime Alps (region of Grasse) and Var (region of Hyères) as well as on the Italian Riviera (Taggia Valley).

The Violet plants fearing intensive heat and burning sunshine as much as frost, are cultivated in this region under the protection of Olive and Orange trees. Elsewhere, at Hyères and in Italy heather or straw screens are used to protect them from the wind or the frost.

The propagation is realized either by off-shoots or by separating the plants into several units. The plantation is done in freshly turned earth, not moist, usually in lines at a distance of approximately three feet, the plants at ten inches from one another on the line. The moment of planting varies according to the region. On the Riviera, with its dry climate, the work is done in March-April. In the Var country, the best time is December or January.

The care given to plants consists of proper watering during summer, hoeing and weeding. After the flowers have been collected, the leaves are cut close to the ground in order to stop the flow of sap and it is only in August or September that the vegetation is prepared to resume by applying fertilizers, weeding and watering if the soil is dry.

Insects attack the Violet plants: the Red Spider, which sucks the sap and is difficult to destroy as it protects itself under a fine web, the caterpillars which eat the leaves, and many others. Different products are used, according to the insects to be destroyed: insecticides (care being taken of flowers) sulphur and nicotine. If necessary the plants too badly attacked are pulled out and burnt. Among diseases: different microscopic mushrooms which attack the leaves or roots and the blackrust (Urocystis Violae) which spreads over the entire plant. Against these, the "Bouillie Bordelaise" a mixture of water, copper sulphide and lime (the latter to neutralize the acid) is used: it prevents the diseases but does not cure them. The plants too badly attacked must also be burned.



A picturesque corner of Grasse, France

Violet plants bloom the first year they have been planted. Flowers are collected from January to April, one by one and omitting the stem, which is a tedious and costly operation.

The leaves, cut in Spring are also used in Perfumery. In fact these leaves are the only product of the plant to be now treated in the Grasse factories.

Violets must be treated immediately in order to preserve the delicacy of the perfume. The old process of treatment in heated fat or cold oil has been almost entirely replaced by the use of volatile solvents. The yellowish-green concrete thus obtained does not really recall the perfume of the flower: it is only after separation from the wax and dilution in alcohol that the perfume is to be found.

The price of the natural oil of Parma or Victoria Violet is prohibitive: it is not even quoted on price lists. Only the Absolute oil of leaves appears, at about $225 per lb. Thirty years ago, this product was sold a hundred times less. At this time the leaves were paid a little over one cent per hundred pounds, and a ton and a half of leaves were necessary to obtain two pounds of Concrete.

The only present uses of Violet blossoms are for confectionary (crystallized flowers), for the Herb trade (Medical use), and of course for Bouquets.

Dr. Max Stoll Recipient of $1,000 Fritzsche Award

Dr. Max Stoll, chief of the research department of Firmenich & Co., Geneva, Switzerland, and an internationally known authority on the chemistry of perfumes and essential oils, received the $1,000 Fritzsche Award at Los Angeles on March 16, it has been announced by Prof. Farrington Daniels, president of the American Chemical Society, which administers the award.

Court Stops Firm From Using Perfume Trademarks

The United States District Court for the Southern District of California has permanently enjoined a company which was making use of trademarks of well-known perfumers in the sale of its products, from any further use of these trademarks.

Three such injunctions have been secured by Lanvin-Parfums, Inc., Chanel, Inc. and Guerlain, Inc. against Famous Perfumes Co., a partnership, Famous Perfumes Co., Inc., a corporation, and Phillip E. Green and Ralph A. Whitmore as individuals and as proprietors of these companies.

Famous Perfumes had been widely advertising and offering over the radio in California at very low prices small ampules of perfume which, they indicated, were well-known trademarked products such as Arpege, Chanel No. 5, Shalimar and many others. The court permanently enjoined the infringement of these trademarks and in its decree enjoined the defendants from reproducing, counterfeiting, copying, or colorably imitating the names, affixing them to any label, carton, sign, package or to any materials intended to be used in connection with the sale of any toilet goods including perfumes or for making any use whatever of these names in the sale of their products.

The court further decreed they should no longer sell, distribute or dispose or in any way repackage or rebottle perfume or other toilet preparations of these companies under such trademarks.

BIMS of Boston Elects New Officers at Party

BIMS of BOSTON held their annual winter party Feb. 19 at the Weston (Mass.) Golf Club. Hart Harris Jr. of S. B. Penick & Co. was re-elected chairman for 1953 and E. E. Aldrich of Rexall Drug Co. was re-elected treasurer. Golf outing dates for '53 were announced as June 25, Weston Golf Club; Aug. 13, Dedham Country & Polo Club, Westwood, Mass.; and Sept. 15, Nashua (N.H.) Country Club.

Prizes were won by the following: Joseph G. Flanagan, Potter Drug & Chem. Co.; Edwin G. Jacobi, R. W. Greeff Co.; Thomas J. Conlin, Dow Chem Co.; C. P. Scaverns, Howe & French Inc.; C. T. Hoye, Rexall Drug Co.; Harold Ingham Ingham Royalty Luggage; C. M. Roper, Owens Illinois Glass Co.; and Sterling P. Baron, Rexall Drug Co.

Canadian Toiletries Production Reaches A New High

Production of toilet preparations in Canada climbed to a new peak value of $30,873,000 in 1951, six per cent above the previous record of $29,147,000 in 1950, reports the Bureau of Statistics. Imports, largely perfumes, were valued at $647,000, up from $358,000 in 1950, while exports increased to $115,000 from $76,000. Canadian manufacturers thus apparently accounted for about 98 per cent of the domestic supply both in 1951 and 1950.

Of the total 1951 output, 97 firms engaged chiefly in the manufacture of toilet preparations accounted for $19,268,000 or 62 per cent and other industries, principally the medicinal and pharmaceutical preparations industry and the soaps and washing compounds industry, for the remainder.

Production of most items was higher in value in 1951. During the year Canadian manufacturers turned out toilet waters, colognes and lotions valued at $3,991,000, up from $3,835,000 in 1950; creams of all kinds worth $2,981,000 ($2,744,000); face powders $1,370,000 ($1,355,000); talcum powders, $1,510,000 ($1,324,000); lipstick and refills $1,091,000 (934,000); liquid and cream shampoos, $2,427,00 ($2,167,000); personal deodorants $1,334,000 ($1,000,000); hair tonics, non-alcoholic brilliantines and non-alcoholic wave-sets $1,955,000 ($1,851,000); paste, powder and liquid dentifrices $5,571,000 ($5,007,000); bay rum and alcoholic wave-sets, $993,000 ($673,000); rouge and refills, $217,000 ($197,000); bath salts and bath oils $376,000 (359,000); non-alcoholic toilet waters and lotions $161,000 ($147,000); manicure preparations $621,000 ($617,000); and home permanent wave-kits, refills and accessories $1,995,000 (down slightly from $2,185,000 in 1950).

All Price Controls Lifted from Essential Oils, Aromatic Chemicals, Etc.

All price controls on perfume bases, essential oils and aromatic chemicals were removed by the Office of Price Stabilization by General Overriding Regulation 44 issued March 13.

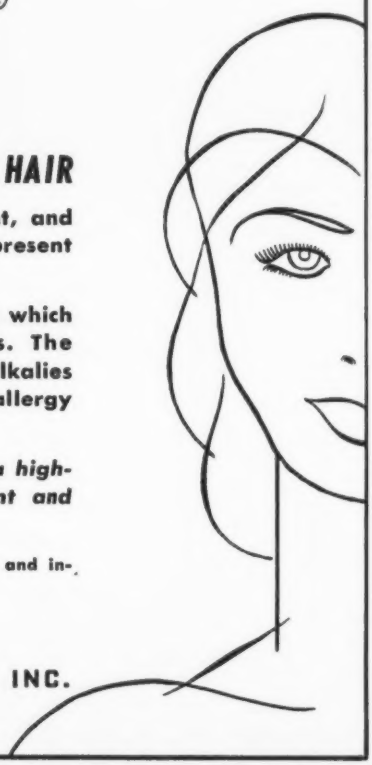
William H. Loveland Dies at 80 in Miami, Florida

William H. Loveland who founded and operated the William H. Loveland Co., Binghamton, N. Y. until it was sold in 1950 to Carlova, Inc. died March 9 in Miami Beach, Florida at the age of 80 years. For two generations he was an important manufacturer of cosmetics sold largely through chain stores.



Jinx Falkenburg, TV star of New York Close Up, co-sponsored by Botany Lanolin Cosmetics, is surprised as John Koczwara, general manager of the cosmetics division, explains how the bottle design was taken from the fabric shown by vice-president William Graessle.

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Extraction of Absolutes from Bermuda Flowers Progressing

Dr. Jean J. Martinat, perfumer–consultant who has just returned from one of his perennial visits to Bermuda states that progress in the extraction of absolutes from flowers grown there is steady and that very soon it will be of sufficient volume to offer products to American manufacturers.

Mrs. Madeline Scott, a horticulturist with much experience has studied 147 different plants and flowers growing on the islands. Her latest additions are Frangipani flowers and Passion flowers, the latter of which is now entering volume production which is a most retributive experience.

It is a source of satisfaction to Dr. Martinat that he has been associated with this industry since its inception on this hemisphere–an industry that remained for so long an unchallenged appendage to our French friends in Grasse. Credit for this new industry in Bermuda should go to Mrs. Madeline Scott, the managing director and to her father, Capt. W. B. Smith who presides over the perfumery factory at Bailey's Bay.

Survey Shows 70% of U.S. Women Buy Own Perfume

A two-week's survey among hundreds of women across the country, conducted through personal and written interviews, indicated that 70 per cent bought their own fragrance, according to a report by Miss Mary Bailey, Supervisor of Consumer Research for Richard Hudnut, at a recent luncheon-meeting of the Fragrance Foundation at the Hotel Plaza, New York.

The survey also indicated that women wear perfume to please themselves first: 68 per cent wear different perfumes to suit different occasions; 79 per cent stated that they bought fragrance for gifts; 42 per cent said they tested fragrances at the store counter before making a purchase; the remaining 58 per cent said they knew the scent they wanted before entering the store.

In addition to the written replies of hundreds of women, actual customers at the counters of three leading New York department stores were interviewed personally by Miss Bernice Peck, beauty and health editor of Mademoiselle Magazine, Mrs. Kay Torrey of Charm Magazine, and Mrs. Miriam Gibson French, executive director of The Fragrance Foundation.



Miss Mary Bailey, Director of Consumer Research of the Hudnut Sales Co., Inc., spoke on "Your Customer Talks Back" at a recent luncheon meeting of The Fragrance Foundation. Seated left to right are: Mrs. Kay Torrey, beauty editor, Charm Magazine; Mrs. Miriam Gibson French, executive director of The Fragance Foundation; Samuel Rubin, president, Faberge, Inc. and president, The Fragrance Foundation; Miss Mary Bailey; Alvin Welzel, promotional manager, Houbigant Sales Corp.; Miss Bernice Peck, beauty editor, Mademoiselle Magazine; Mrs. Florence Goldin, vice-president and fashion coordinator, Grey Advertising Agency; and Thomas B. Haire, publisher, Haire Publications.



Capt. W. B. Smith, who directs the perfumery factory in Bailey's Bay, Bermuda where floral absolutes are extracted; Mrs. Madeline Scott, horticulturist, managing director of Smith & Scott Ltd. which operates the factory and Dr. Jean J. Martinat, perfumer consultant.



Charles Antell, Inc. is conducting demonstrations in department stores throughout the country. Erica Redinger, Antell's chief hair stylist, is shown conducting a demonstration in Mandell Bros., Chicago. Other demonstrations are now in progress in leading stores in New York, Hartford, Detroit, Columbus, Cincinnati, Tampa, Jacksonville, St. Petersburg, Atlanta, Dallas, Houston, New Orleans, and Los Angeles.

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With Lasting Stability

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E. R. Durrer Elected President of Givaudan-Delawanna, Inc.

E. R. Durrer has been elected president of, Givaudan-Delawanna, Inc., and its affiliate companies, Givaudan-Delawanna, Inc., Givaudan Flavors Inc., Sindar Corporation and Givaudan-Foreign, Inc.



E. R. Durrer

Mr. Durrer succeeds Dr. Eric C. Kunz, who had retired from the active management of the company in 1947 when Mr. Durrer assumed the executive management in his capacity as executive vice president.

The other officers elected by the board are: Xavier Givaudan, chairman of the board: F. N. Bangs, vice president and secretary; H. F. Duffy, treasurer; Dr. Max Luthy, vice president in charge of production and research; and R. E. Horsey, vice president in charge of sales.

British S.C.C. President Recalls U.S. S.C.C. Visit

Old members met new members at the annual dinner of the Society of Cosmetic Chemists of Great Britain, recently held at St. Ermin's Hotel, Caxton Street, London S.W.I

In his speech the president, Dr. R. H. Marriott, referred to his recent visit to the U.S.A., during which he had been able to attend a meeting of the Society of Cosmetic Chemists (U.S.A.), as a guest of the American Society.

Dr. Max Stoll Views Odor Perception Problems

Special problems in the field of odor perception were viewed by Dr. Max Stoll at a meeting of the Chicago chapter of the S.C.C. on March 10 in Henrici's Restaurant, Merchandise Mart.

Dr. Stoll is in charge of the Research Labs. of Firmenich, Inc. in Geneva, Switzerland, and has been presented with the Fritzsche Award for 1952.

Fritzsche Brothers Executives Attend Toronto Opening

Executives of Fritzsche Brothers, Inc., the New York essential oil firm, headed by president F. H. Leonhardt, officiated at the opening of the new Toronto administration offices and plant of the Canadian affiliate Fritzsche Brothers Canada, Ltd.

Among those present were, in addition to Mr. Leonhardt, Fred H. Leonhardt, Jr., vice-president in charge of sales, Ian MacInnes, sales representative, Harry J. Stesco, office manager, and Leslie Joyner, secretary.

Roubechez, Inc. Opens Midwestern Branch

Roubechez, Inc., 8 East 12th St., New York, N.Y., has opened a midwestern branch at 7481 Shamrock Lane, Cincinnati 30, Ohio. Paul Brna will be the resident manager.

Among Our Friends

J. H. R. STEPHENSON has joined the sales staff of Albert Verley & Co. Inc. that company advises.



J. H. R. Stephenson

Mr. Stephenson needs no introduction in this industry. His well rounded experience over more than 25 fruitful years in various capacities is well known. While Mr. Stephenson's experience has been chiefly in the East he is well acquainted throughout the country.

FRANCES C. HOLLIS, executive vice-president of Mary Chess, has held three educational meetings with the sales-girls of the perfume and cosmetics department of Saks Fifth Avenue, New York. She was assisted by GLADYS ZORN, Chess East Coast representative.

ERNEST BRIGGS, Jr., formerly head of aromatics sales for The Dow Chemical Co., has been ap-



Ernest Briggs, Jr.

pointed to an organic chemicals sales section position, dealing with merchandising and promotion of a packaged permanent type antifreeze under customers' private-brand labels.

EUGENE MOREL, Lautier Fils, Grasse, France, flew back to France March 6 after spending several weeks conferring with executives of Lautier Fils, Inc., New York, N. Y. and visiting the trade in this country.

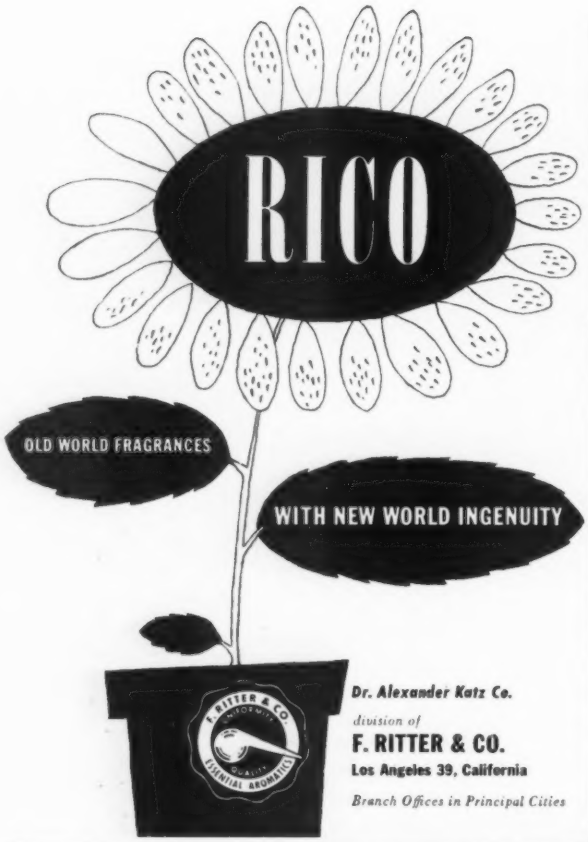
D. D. McKENZIE has joined the staff of R. M. Ferguson & Co., Toronto, Ont., Canada, as assistant to RALPH M. FERGUSON. He will also serve in a sales capacity. The firm is the Canadian representative of Roubechez, Inc., New York.

ALAN GRAYSON LYNN has been appointed manager of the Robert Gair Co., Inc. products development department for shipping containers and related products.

WILLIAM W. BROWN has been appointed director of sales and a member of the board of directors for the Procter and Gamble Co. of Canada, Ltd., Toronto.

J. ASOH, manager of "Naarden's" subsidiary company in Japan, visited the parent firm in Holland recently, had an interview with the Japanese ambassador, and left for the U.S.

CHARLES L. DENT has been appointed midwestern representative for Jean Patou perfumes.



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A collection of Schimmel's famous monthly Briefs from April 1935 through December 1950. This bound volume contains nearly 400 monographs scientific and technical developments relating to the manufacture of perfume, soaps and cosmetics. It is an unusually comprehensive handbook and reference work answering hundreds of questions that may confront the cosmetic manufacturer.

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HORACE TITUS has been appointed vice-president of Gourielli, Inc.; PATRICK O'HIGGINS has been named his assistant and publicity director; and GEORGE SHEPLEE has been appointed sales promotion director, it has been announced.



George Sheplee



Horace Titus

WILLIAM HARDWICK, export advertising manager and publicity director of Max Factor & Co. for the past 17 years, has been appointed world-wide public relations director of the firm.

HENRY F. FETZ has been appointed sales manager of Northam Warren Corp.'s grocery division. He has been in the sales department for 22 years, most recently



Henry F. Fetz

serving as field sales manager for the combined Northam Warren Products.

JOSEPH A. DANILEK, Chess president, and BEVERLY C. STIANSEN, vice-president in charge of sales, are making their annual trip across the continent, the former through the northern, the latter through the southern part of the country.

JOSEPH KEHO and PAUL CAREY have been elected to the board of directors of Lehn & Fink Products Corp., according to EDWARD PLAUT, president of the cosmetics firm. Mr. Keho is president of Dorothy Gray, Ltd., a Lehn & Fink subsidiary, and Mr. Carey is general manager of the Tussy Cosmetiques division of Lehn & Fink.

JOE DEACON, Jr. will represent Wrisley Soaps and Toiletries in the Cleveland area.

MISS FLORENCE BETTY HYMES, daughter of JACOB HYMES of Lewis Hymes Associates was married February 21 to LEONARD J. SNYDER editor for the International News Service, Washington, D.C. Miss Hymes is an alumna of Adelphi College and Oberlin Conservatory of Music. Her father has been associated with the essential oil industry for 60 years.

Obituary

Fred Firmenich

Fred Firmenich, one of the leading personages in the world's perfumery trade for more than forty years, and head of Firmenich et Cie until his retirement in 1943, died at his home in Geneva at the age of 79 on January 5, 1953.

In 1900, M. Firmenich was asked to join the firm of Chuit Naef et Cie by his brother-in-law, M. Philip Chuit. He began at once to travel extensively throughout Europe as well as in the United States, where he first came in 1909, making known to the perfumery trade such specialties of his house as Dianthine, Cyclosia, and Iralia. In 1910, Chuit, Naef et Cie became S. A. Naef Company, and M. Firmenich became a partner of it. Following the retirement of Messrs. Chuit and Naef, M. Firmenich gave his name to the firm which then became, and still is, Firmenich et Cie., with himself as senior partner, and his brother Hugo and his two sons, Andre and Roger Firmenich, as associates.

Fred Firmenich's great contribution to the world's aromatic chemical industry was his early recognition of serious scientific research. It was under his direction that Prof. L. Ruzicka was engaged in 1921 by this relatively small Genevese enterprise for his scientific collaboration, the results of which gained him the Nobel Prize in 1939.

Fred Firmenich enjoyed the sincere and faithful friendship of his associates and all in his field; many of them, of the elder generation, remembering him for his com-



Fred Firmenich

manding stature and smart appearance, his dynamic personality and great charm.

Arthur Learey

Arthur Learey, who has been identified with the cosmetic industry for many years died in the office of Textile Proofers, Newark, N.J. February 24. Mr. Learey had been in ill health for over a year. As president and director of a company manufacturing musical rolls for pianos he developed sales into the millions. As the radio came into popular use the demand for piano rolls diminished and Mr. Learey entered the cosmetic industry about 20 years ago serving with several important companies. He was well read and had a wide circle of friends throughout the industry and will be missed. He is survived by his widow and a daughter.

Mrs. E. E. Bobst

Mrs. E. E. Bobst, wife of Elmer Bobst, president of Warner-Hudnut Co., and the mother of E. Walton Bobst, head of Bobst Pharmacal Co., died March 3 aboard their yacht in Nassau Harbor.



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How to Perfume Cosmetics

(*Continued from page* 212)

smelling compound is therefore not quite so difficult. Among the types that can successfully be blended for this purpose are lavender, bay oil, neroli (particularly petitgrain). To be avoided are both the light and the heavier florals, as rose, lilac, jasmin, and lily-of-the-valley, which do not harmonize to the slightest degree with the thioglycolates.

Fortunately, both the ammonium and the calcium thioglycolates are removed from the human body after a short period of time, and this removal is complete with ordinary washing; however, the room in which they have been used is very often malodorous for considerable time after the user of the cosmetic has left.

Over-Perfuming

These, then, are some general principles to be applied in the scenting of certain specific cosmetics. What of the general problem as it applies to all cosmetics? We have spoken of the coverage of unpleasant ingredients and of the imparting of a pleasant odor to neutral ingredients. Perfumery, however, it should again be emphasized, is an unseen function in cosmetics; it is not seen and—except in the case of the fragrance products themselves—is not consciously applied. Yet, more than any other single function, does it not spell out success in selling?

Of the common pitfalls in the scenting of cosmetics, none is quite so frequently the cause of failure as over-perfuming. The cosmetics are in intimate contact with the body, close to the nose and remain for such a long period of time but are not intended to and cannot succeed in being replacements for perfume or toilet water.

In this respect, many people have emphasized that a perfume should be long-lasting, but actually this is an exaggerated quality, not sought for and frequently unnecessary. This is a matter that must be judged on the basis of the method of use and the purpose of the product. It is not necessary, for example, for a night cream to have an odor that is as tenacious as that of the deodorant cream.

Perfuming the Line

In conclusion, let us make a few remarks on the question of perfuming of an entire line with the same odor or the same name brand. If a name proves to be popular or successful in one cosmetic product, it is a frequent practice to use it for others manufactured by the same company, and this makes it almost mandatory that the same odor type be kept, even though it was not originally blended for or chosen for many products.

Yet, it is necessary to emphasize that it is impossible to use exactly the same perfume in face powder as in an alcoholic solution, not only because of price considerations, but because of problems of coverage, incompatibilities, stability, interaction with pigments, and finally because the odor of the alcoholic solution can probably be more closely duplicated when changes are made in the original formula than when it is copied as such.

The Role of the Specialty

We have been talking about the problem of perfuming products, without going into the problems of formulation, the latter being outside the scope of a series on the functions of cosmetics. The creation of perfume formula is an art unto itself, worked out by perfumers rather than cosmetic chemists. These perfumers are technically trained members of an organization, just as are the chemists.

The perfumer uses as his tools natural products and synthetics, and he uses materials that have come to be known as specialties. The specialties are not easy to define. They are mixtures blended by the perfumers in the essential oil and aromatic houses, perfected by these men, and ready for use, either as such in a cosmetic, or as a building block in the creation of the finished perfume.

Actually, then, there are no ingredients in the specialty that are not already available to the perfumer, but through years of experience, through trial and error, through countless experimentation with these aromatics and oils, the perfumers have worked out certain blends, and it is possible, by using their blends, to avoid duplication of their tireless work.

Many of these specialties are themselves outstanding compositions; some are known all over the world, and are sold under a well-known name as the house's *chef d'oeuvre*.

In perfuming a cosmetic, it is almost inevitable that improvement can be effected by the use of these perfected and harmonious blends among the ingredients. Depending upon the nature of the specialty, the latter might be used in a very small percentage or up to even fifty per cent of the total composition.

What will such a product do for the perfume? If well chosen and properly used, it will give it harmony. Thus, the addition of a rose or lilac or jasmin specialty will round out a composition.

Furthermore, the specialties are standardized products, controlled by the maker better than nature's oils or, to a certain extent, better than many synthetic aromatic compounds.

There are specialties of a floral nature; others are finished modern or novelty perfumes for a specific end use in a cosmetic in which they blend excellently; others are for the purpose of being fixatives. Whatever the purpose or odor type, their use can serve an excellent purpose in saving the time and effort that would have to be expended in arriving at that point where one can actually start the work of building a finished perfume compound.

Spirit of Adventure

THE joys of youth are in dreams of accomplishment. Years deflate these dreams; and as we get older we tend to look backward wistfully at youth. This is wrong.

There seems to be no good reason why we cannot carry the spirit of adventure along into our later years. Youth's triumph is its open-minded attitude toward life. But age can also be open-minded. Age has an actual advantage over youth in that it enjoys experience, judgment and cultivated powers of appreciation.

We all know men and women who have conquered the customary disabilities of age. They are superior at sixty to what they were at thirty.—*William Feather.*

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Market Report

Increased Demand Forecast

ESSENTIAL oils, aromatic chemicals and closely related articles showed a greater degree of activity over the past month despite outside influences that served to make for a degree of caution. Some forward buying was reported in Formosan citronella oil which in turn served to strengthen prices somewhat. Some trade sources were of the opinion that any increase in military operations in the island would tend to affect production of citronella oil either by reducing the availability of workers or by cutting the acreage under cultivation. While substantial amounts of citronella oil are available in the local market due to the huge purchases that have been made over the past year, the bulk of the oil is reported to be in strong hands.

The upward movement in lemongrass oil that has been in progress for the past sixty days shows every indication of continuing. The firmness in the article was supported by a moderate demand for spot goods. An encouraging factor in the market is the growing belief that consumer inventories are at a low level. This is in sharp contrast to conditions a year ago when many buyers were still carrying fair size stocks out of the purchases that had been made following the outbreak of the Korean war. Citral and other closely related chemicals showed increasing signs of strength in keeping with the hardening trend in oil.

Market Optimistic

There is much optimism current throughout the oil and chemical market. Dealers, importers and producers of aromatic chemicals are looking forward to a good volume of business in the months ahead. The increased popularity of many chlorophyll-containing preparations as well as heavy demands for synthetic vitamins on the part of the food industry should affect sales of those chemicals and oils which find their way into these fields. The food industry has been a heavy and persistent buyer of a number of articles over the past month, including citric acid, sodium benzoate and the tartrates. A hardening price trend as well as the strong possibilities of further upward price movements have tended to spur activity in vanilla beans for the account of extract manufacturers. The soft drink trade should begin to step up their takings of essential oils and closely related articles in preparation for the coming spring and summer seasons, and purchases for the account of the proprietary and toiletry fields should likewise increase.

Bergamot oil, nutmeg, and Dalmatian sage lost further ground but spearmint oil remained strong and prices for Floridian orange oil turned upwards for the first time in many months. Importers of lemon oil reported little difficulty in obtaining full prices for the better known brands.

Citrus oils will be among the first to feel the effects of a seasonal upturn in the beverage industry. The supply of domestic lemon oil remained light and some observers are of the opinion that consumers may find it exceedingly difficult to cover their requirements as demands grow more pressing in the weeks ahead.

Sharp Drop in Carvol

A rather sharp decline was noted in carvol as the result of a recent series of declines in oil caraway. Another highlight in chemicals was the sudden flurry in benzyl benzoate following the announcement concerning the huge quantity of material that will be required for the Navy. The quantity was placed at 500,000 pounds which represents a good part of a year's production of the chemical. Commercial uses for benzyl benzoate include pharmaceuticals, aromatic chemicals and cosmetics. The trend in anethol has favored consumers especially those buyers who have been using this article as a substitute for anise oil.

The glycerin market continued to display considerable strength. Arrivals from practically all parts of the world were noted over the past month in an effort to alleviate the exceedingly tight supply position. Output of domestic crude glycerin was so well sold ahead that only an occasional carload was offered in the open market. Importers were reported obtaining good prices for their material. Official figures released over the past month showed that production in December rose to 16,984,000 pounds from 15,937,000 pounds in the previous month, November, but stocks at the end of December declined to 37,716,000 pounds from the previous month's stocks of 37,964,000 pounds. Last year's production has been placed at 187,902,000 pounds in contrast to 211,300,000 pounds. Last fall when soapers resumed production following the summer shut-down it was expected the production of glycerin would improve sufficiently to be reflected in a rather substantial gain in stocks by the end of the year, but due to heavy demands year-end stocks of 37,716,000 pounds fell far short of earlier expectations. Some trade observers point out that 50,000,000 pounds is regarded as a more normal reserve.

Menthol Active

The upward price trend in menthol was further extended over the past month. Turn of events in the international situation served to have a strengthening influence upon the market, and holders in Brazil did not seem willing to make firm offerings in view of the uncertainty regarding the outcome of the currency situation in that country. The firmer trend in citronella oil likewise influenced the menthol market and producers of leave menthol boosted prices to $5.40 per pound.

Vegetable waxes turned irregular. Buyer resistance continued to be noted in carnauba wax from Brazil, but in spite of this local prices have held close to the high levels in the primary center.

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

All prices per lb. unless otherwise specified.

Almond Bit, FPA per lb.	2.85@	4.25
Sweet True	.55@	.00
Apricot Kernel	.38@	.60
Amyris	1.75@	2.00
Angelica Root	90.00@	115.00
Angelica Seed	0.00@	90.00
Anise, U.S.P.	2.35@	2.50
Avocado	1.00@	Nom'l.
Bay	1.55@	2.10
Bergamot	11.25@	12.75
Artificial	3.00@	4.25
Birchtar, crude	2.00@	2.25
Birchtar, rectified	3.00@	3.40
Bois de Rose	3.40@	3.75
Cajeput U.S.P.	2.75@	3.00
Cajeput (technical)	2.00@	2.35
Calamus	10.75@	18.00
Camphor "White"	.28@	.50
Cananga, native	10.75@	11.00
Rectified	11.00@	12.50
Caraway	3.00@	3.50
Cardamon	42.00@	50.00
Cascarilla	35.00@	40.00
Cassia, rectified, U.S.P.	5.35@	6.25
Cedar leaf U.S.P.	2.30@	3.00
Cedar Wood	.50@	.75
Celery	16.50@	20.00
Chamomile Hungarian	255.00@	300.00
Cinnamon—		
Bark	24.50@	45.00
Leaf	2.00@	3.10
Citronella, Ceylon	.55@	.90
Java	1.10@	1.35
Java type	.47@	.80
Cloves, from buds	9.50@	10.00
Leaf	3.00@	3.85
Copaiba	2.00@	2.35
Coriander	20.00@	28.50
Croton	4.50@	5.25
Cumin	4.45@	5.80
Dill—		
Weed	4.25@	4.60
Seed, Indian	3.00@	3.90
Erigeron	6.50@	7.00
Eucalyptus—		
80-85%	1.05@	1.35
70-75%	.75@	1.25
Fennel, Sweet	2.40@	3.00
Garlic (oz.)	9.00@	9.75
Grapefruit	2.80@	3.15
Geranium, Rose, Algerian	12.50@	20.00
Bourbon	12.50@	16.50
Turkish	7.75@	8.60
Ginger	13.85@	14.60
Guaiac (Wood)	1.65@	2.00
Hemlock	2.15@	2.75
Juniper Berry	2.85@	3.50
Laurel leaf	9.75@	12.60
Lavandin	2.50@	3.10
Lavender, French 40-42%	6.25@	7.75
Spike	1.65@	2.40
Lemon, Calif.	5.75@	6.00
Italian	5.90@	9.75
Lemongrass	1.20@	1.40
Limes, distilled	6.25@	7.40
Expressed	7.75@	9.50
Linaloe wood	3.00@	3.85
Lovage (oz.)	10.00@	12.00
Mace	3.00@	4.15
Marjoram	3.10@	3.60
Neroli—		
Haitian	100.00@	120.00
French	220.00@	250.00
Nutmeg, East Indies	3.35@	4.00
Ocotea Cymbarum	.55@	1.00
Olibanum	5.60@	7.85
Opopanax	45.00@	48.00
Orange, Florida	.75@	1.00
Brazilian	1.50	Nom'l
Calif., exp.	1.00@	
Distilled	.70@	
Origanum	2.15@	2.85
Orris Root, concrete (oz.)	6.50@	8.75
Concrete, extra	10.50@	15.00
Patchouli	7.00@	10.00
Pennyroyal, European	2.35@	2.75
Peppermint natural	5.25@	5.65
Redistilled	5.80@	7.00
Petitgrain	2.55@	3.10
Pimento, Berry	4.50@	5.75
Leaf	2.45@	2.80
Pinus Sylvestris	2.50@	3.00
Pumilio	3.15@	4.00
Rose, Bulgaria (oz.)	58.00@	72.50
Synthetic, lb.	30.00@	35.00
Rosemary, Spanish	.85@	1.25
Sage—		
Spanish	.90@	1.35
Dalmation	7.00@	8.40
Sandalwood, N. F.	10.25@	11.50
Sassafras—		
Artificial	.55@	.75
Snake root	31.00@	35.00
Spearmint	8.25@	9.00
Spruce	2.25@	2.75
Sweet birch Southern	2.10@	3.00

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It represents a radical departure from lanolin in structure, function and odor, and more closely approximates the normal human skin fat.

Investigations now being conducted indicate that MODULAN is hypo-allergenic.

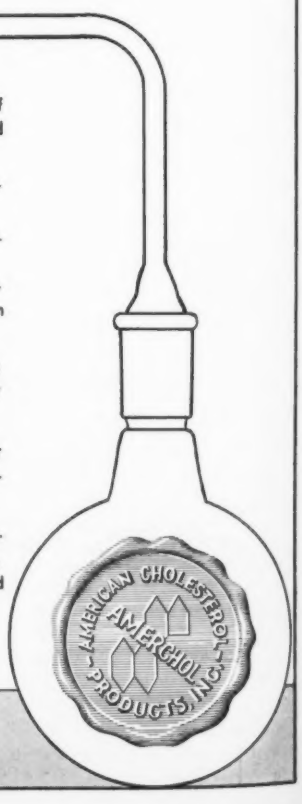
SOLUBILITY— Because of induced chemical differences in molecular structure, MODULAN is far more hydrophobic than lanolin and forms clear solutions in mineral oil.

TEXTURE— MODULAN solutions leave water-resistant protective films which are inherently softening and prevent defatting. These films are waxy rather than tacky and are very agreeable to the touch.

COMPATIBILITY— Because of its outstanding compatibility with oil-in-water emulsions and with soaps and shampoos, MODULAN can be used in high concentrations without affecting stability and foaming.

In addition to the above mentioned advantages, MODULAN deposits an emollient, protective film and is therefore highly effective in baby oils, hair dressings, soaps, shampoos, oil-in-water creams and lotions, lipstick, and other cosmetic and pharmaceutical products.

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Tansy	8.35@	9.00
Thyme, red	2.00@	2.85
White	2.35@	3.50
Valerian, extra	75.00@	88.00
Vetivert—		
Bourbon	21.00@	25.00
Haitian	18.00@	25.75
Java	32.00@	37.50
Wintergreen, Southern	3.90@	15.75
Northern	7.25@	14.00
Wormseed	8.80@	9.40
Wormwood	5.75@	6.85
Ylang Ylang, Bourbon	20.00@	32.50
Haitian	12.85@	Nom'l.

TERPENELESS OILS

Bay	3.00@	3.60
Bergamot	17.25@	20.00
Grapefruit	75.00@	90.00
Lavender	10.00@	14.25
Lemon	53.70@	60.00
Lime, ex.	80.00@	90.00
Distilled	60.00@	62.00
Orange sweet	110.00@	135.00
Peppermint	13.50@	15.75
Petitgrain	5.25@	6.10
Spearmint	12.50@	15.00

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.15@	2.50
Acetophenone	1.40@	1.80
Alcohol C 8	1.95@	2.25
C 9	12.50@	13.00
C 10	2.00@	2.30
C 11	13.85@	14.50
C 12	2.40@	2.75
Aldehyde C 8	9.00@	11.00
C 9	16.75@	17.10
C 10	7.30@	7.75
C 11	18.60@	20.00
C 12	15.00@	15.75
C 14 (Peach so-called)	6.85@	7.50
C 16 (Strawberry so-called)	5.85@	6.20
Amyl Acetate	.55@	.70
Amyl Butyrate	1.00@	1.25
Amylcinnamic Aldehyde	2.05@	2.40
Amyl Formate	1.00@	1.25
Amyl Phenylacetate	3.75@	4.10
Amyl Propionate	1.25@	1.60
Amyl Salicylate	.90@	1.00
Amyl Valerinate	1.95@	2.40
Anethol	1.10@	1.50
Anisic Aldehyde	2.65@	2.95
Anisyl Acetate	6.00@	6.75
Benzyl Acetate	.75@	.85
Benzyl Alcohol	.75@	.85
Benzyl Benzoate	.85@	1.00
Benzyl Butyrate	1.75@	2.00
Benzyl Cinnamate	3.30@	3.60
Benzyl Formate	1.50@	2.10
Benzophenone	1.75@	2.00
Benzyl-isoeugenol	9.00@	10.25
Benzyl Propionate	1.60@	2.20
Benzyl Salicylate	1.90@	2.10
Benzylidene Acetone	2.00@	2.75
Bromstyrol	5.75@	6.35
Butyl Acetate, normal	.14¾@	.15½
Cinnamic Alcohol	2.75@	3.50
Cinnamic Aldehyde	1.25@	1.40
Cinnamyl Acetate	3.75@	4.50
Citral, C. P.	3.20@	3.75
Citronellol	1.85@	2.40
Citronellyl Acetate	2.55@	3.00
Citronellyl Butyrate	4.35@	5.00
Coumarin	2.75@	3.25
Cuminic Aldehyde	4.50@	5.00
Cyclonol	2.85@	3.15
Diethylphthalate	.45@	.51
Dimethyl Anthranilate	5.75@	6.00
Diphenyl Methane	1.15@	1.30
Diphenyl Oxide	.60@	.75
Ethyl Acetate	.30@	.35
Ethyl Benzoate	.85@	.90
Ethyl Butyrate	.85@	.95
Ethyl Capronate	2.00@	2.63
Ethyl Cinnamate	2.50@	2.80
Ethyl Formate	.70@	.80
Ethyl phenylacetate	1.20@	1.35
Ethyl Propionate	.90@	1.00
Ethyl Salicylate	1.00@	1.50
Ethyl Vanillin	6.75@	7.30
Eucalyptol	1.50@	1.85
Eugenol	2.50@	3.30
Geranoil, dom.	1.15@	2.00
Geranyl Acetate	1.55@	2.10
Geranyl Butyrate	4.00@	4.85
Geranyl Formate	4.50@	4.95
Geranyl valerianate	6.00@	6.75
Guaiac Wood Acetate	4.65@	5.00
Heliotropin, dom.	3.60@	4.00
Hydrotropic Aldehyde	5.90@	6.35
Hydroxycitronellal	6.25@	6.90
Indol, C. P.	19.00@	19.50
Iso-borneol	1.65@	1.80
Iso-butyl Acetate	.85@	1.50
Iso-butyl Benzoate	1.10@	1.50
Iso-butyl Salicylate	2.15@	3.00
Iso-eugenol	4.10@	4.85
Iso-safrol	2.10@	2.80
Linalool	5.50@	6.75
Linalyl, Acetate 90%	5.80@	6.10
65-70%	4.85@	5.25
Linanlyl Formate	11.90@	12.85
Linalyl Propionate	11.00@	11.55
Menthol—		
Brazilian	5.35@	5.40
Japanese	7.00@	7.15
Synthetic	5.40@	5.60
Methyl Anthranilate	2.40@	2.65
Methyl Anthranilate extra	2.75@	3.10
Methyl Benzoate	.55@	1.25
Methyl Cinnamate	1.75@	2.25
Methyl Heptenone	5.55@	6.20
Methyl Heptine Carbonate	35.00@	40.00
Methyl Naphthyl Ketone	3.30@	3.65
Methyl Phenylacetate	1.10@	1.75
Methyl Salicylate	.50@	.65
Musk Ambrette	5.40@	5.65
Ketone	5.35@	5.60
Xylene	1.55@	1.80
Neroline (ethyl ether)	2.50@	2.80
Paracresyl Acetate	2.20@	2.75
Paracresyl Methyl Ether	2.10@	2.75
Paracresyl Phenyl-acetate	4.60@	5.20
Phenylacetaldehyde 50%	2.75@	3.25
100%	4.10@	4.65
Phenylacetic Acid	1.65@	2.25
Phenylethyl Acetate	1.70@	2.00
Phenylethyl Alcohol	1.80@	2.00
Phenylethyl Butyrate	4.20@	4.50
Phenylethyl Propionate	3.40@	4.00
Phenylethyl Salicylate	4.35@	4.80
Phenylethyl Valerianate	5.80@	6.10
Phenylpropyl Acetate	3.40@	4.20
Phenylpropyl Alcohol	2.70@	3.20
Safrol	.80@	1.25
Scatol (oz.)	2.65@	3.40
Styrolyl Acetate	1.75@	2.50
Thymol, crystals	3.10@	3.25
Vanillin (clove oil)	6.75@	7.25
(guaiacol)	3.00@	3.25
Lignin	3.00@	3.25
Vetiver Acetate	47.50@	50.00
Violet Ketone Alpha	9.90@	10.25
Yara Yara (Methyl ether)	2.35@	2.80

BEANS

Vanilla beans—		
Bourbon	4.50@	5.25
Mexican, cut	4.35@	4.50
Mexican, whole	4.55@	4.85
Tahati	3.60@	Nom'l.
Tonka Beans Surinam	1.10@	1.35
Angostura	1.75@	1.80

SUNDRIES AND DRUGS

Acetone	.10¼@	.14
Ambergris, ounce	8.00@	17.50
Balsam, Copaiba	.90@	1.25
Canada fir, gal.	31.00@	32.00
Peru	1.30@	2.00
Beeswax, bleached, pure U. S. P.	.68@	.72
Yellow, refined	.55@	.60
Bismuth, subnitrate	2.65@	
Borax, crystals, carlot ton	61.25@	81.25
Boric Acid, U. S. P., ton	129.00@	133.50
Calcium, Phosphate	.07¾@	.08¼
Phosphate, tri-basic	.07½@	.07¾
Camphor, pwd., domestic	.57@	.59
Castoreum, nat., cans	7.25@	17.00
Cetyl, Alcohol, extra	.85@	1.00
Chalk, precip. bags, clts	.02⅞@	.03
Cherry Laurel Water, jug, gal.	1.25@	Nom'l.
Citric Acid	.28½@	.29½
Civet, ounce	5.50@	7.80
Cocoa butter	.78@	.80
Cyclohexanol (Hexalin)	.34½@	.35
Dextrine, white, cwt.	8.53@	8.68
Fuller's Earth, Mines ton	27.00@	30.00
Glycerin, C. P.	.44½@	.44¾
Soap lye, crude	.31@	.32
Gum Arabic, white pwd.	.40@	.45
Amber	.13¼@	.14
Gum Benzoin, Siam	3.50@	3.85
Sumatra	.38@	.45
Gum Galbanum	.80@	.95
Gum karaya, pwd.	.20@	.35
Gum Myrrh	.30@	.37
Henna, pwd.	.23@	.29
Kaolin	.05@	.07
Labdanum	3.70@	4.50
Lanolin, hydrous	.36@	.39
Anhydrous	.36@	.38
Magnesium, carbonate	.11¼@	.14
Stearate	.38@	.42
Musk, ounce	50.00@	65.00
Olibanum, tears	.20@	.25
Siftings	.16@	.18
Orange Flower Water, gal.	1.75@	2.25
Orris Root, Italian	.20@	.26
Paraffin	.06⅜@	.07⅛
Peroxide (hydrogen U. S. P.) bbls.	.03¾@	.05
Petrolatum, white	.06⅜@	.08⅝
Quince Seed	1.00@	1.50
Rice Starch	.16@	.18
Rose Flower, pale	.35@	.50
Rose Water, jug (gal.)	1.25@	1.85
Rosin, M. per cwt.	8.70@	8.75
Salicylic Acid	.46@	.52
Saponin No. 1	2.75@	2.80
Silicate, 40° drums, works, 100 pounds	1.10@	1.40
Sodium Carb. 58% light, 100 pounds	1.60@	4.62
Hydroxide, 76% solid, 100 pounds	3.35@	4.55
Spermaceti	.29@	.30
Styrax Asiatic	.75@	.95
Tartaric Acid (250 lb. drums)	.37@	.41
Tragacanth, No. 1	2.90@	3.20
Triethanolamine	.26¼@	.27¼
Zinc stearate, U.S.P.	.37@	.39
Oxide, U.S.P.	.17¼@	.18¼

OILS AND FATS

Castor, refined drums	.27½@	.28
Coconut, crude, Atlantic ports, tanks	.16¾@	.17
Refined, drums	.23½@	.24
Corn, crude, Midwest, mill, tanks	13¾@	.14
Corn Oil, refined, tanks	.16¾@	.17
Cottonseed, crude tanks	.13⅞@	.14
Grease, white	.04⅝@	.05
Lard, Chicago	.09½@	.10
Lard, Oil, common, No. 1 drums	.10¾@	.11
Olive, edible (gal.)	2.55@	2.58
Peanut, crude tanks	.22¾@	.23
Peanut, refined tanks	.26½@	.27
Red Oil, single distilled drums	.13@	.14½
Double distilled	.15½@	.16¼
Stearic Acid Triple Pressed	.13¾@	.15
Double Pressed	.11½@	.12¾
Tallow, acidless, drums	.10½@	.11
Tallow, extra	.04⅜@	.04¾

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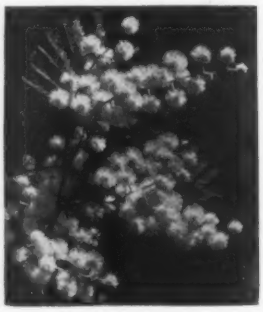
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